European International University, EIU-Paris

Doctoral Thesis

Title:

Influence of Information Communication Technology (ICT) on Customer Satisfaction and Loyalty in Multi-Level Marketing (MLM) Industry

A Case Study in Malaysia

A Dissertation Submitted by:

Foo Kok Wah

ID: EIU 964015

In Partial Fulfillment of the Requirements for the Degree of Doctor of Business Administration (DBA) with a Specialisation in Sales and Marketing (Multi-Level Marketing & Customer Loyalty)

Supervisor:

Dr. V.B. Kumaresan

Date:

2nd November, 2025

Abstract

The multi-level marketing (MLM) or direct selling industry has undergone significant transformation worldwide, driven by evolving market demands, regulatory developments, and increasingly by the adoption of Information and Communication Technology (ICT). This thesis examines how ICT influences customer satisfaction and loyalty within MLM in Malaysia — a country where MLM was formally introduced in the mid-1970s and regulated through the Direct Sales and Anti-Pyramid Scheme Act 1993. By situating the Malaysian experience within the broader global evolution of direct selling, this study aims to shed light on how ICT adoption can shape consumer and distributor perceptions, satisfaction, and long-term loyalty — critical factors for sustained business success in MLM.

Although MLM is generally known as network marketing, the term MLM has gradually developed a negative connotation over the years, largely due to unfavourable media reports and public misconceptions. In general, the public does not fully understand the structure and operational mechanisms of legitimate MLM companies. As a result, to avoid sensitivity, misunderstanding and potential bias in this research, the term network marketing is used throughout the study despite the title of this research is MLM.

First, the global MLM/direct selling industry has expanded since its origins in the mid-20th century. Traditional direct selling relied heavily on personal contact, in-person demonstrations, and word-of-mouth networks. Over time, as digital technologies emerged and matured, many MLM companies began integrating ICT — including e-commerce platforms, social media, mobile communications, digital training, and online recruitment tools — to improve reach, efficiency, and convenience. These technological shifts transformed how products are marketed, how distributors recruit and train downlines, and how customers shop, receive support, and engage with the community of sellers. The result: more scalable networks, faster outreach, and potentially more stable relationships fostered through online communication and digital infrastructure.

In Malaysia, the MLM industry began formally with major international companies entering the market; for example, one of the earliest was Amway (Malaysia) Sdn Bhd, which entered in 1976. As the industry grew, the need for regulation became apparent — leading to the enactment of the

Direct Sales and Anti-Pyramid Scheme Act in 1993, which governs licensing, prohibits pyramid/chain-distribution schemes, and regulates direct selling via door-to-door, mail order, and later electronic transactions. In parallel, the community of direct-selling companies formalized with the founding of Direct Selling Association of Malaysia (DSAM) in 1978 — which served as an industry body promoting ethical direct selling, self-regulation, and acting as the industry's voice in Malaysia.

The evolution of the industry in Malaysia demonstrates steady growth across decades. For instance, DSAM reported a combined member turnover of RM 2.29 billion in 2002, a 25.8% increase over 2001. Over the years, more companies joined the industry, with hundreds of licensed direct-selling (MLM) companies operating across Malaysia. By 2023–2024, some sources estimate that retail sales from direct selling/MLM in Malaysia reached tens of billions of ringgit (or several billions of US dollars), reflecting substantial market penetration and consumer acceptance.

However, the growth of MLM in Malaysia has not been without challenges. Inevitably, direct selling and MLM have drawn scrutiny due to the risk of unscrupulous operators, pyramid-scheme–style fraud, and widespread misconceptions. The regulatory framework embodied in the Direct Sales and Anti-Pyramid Scheme Act 1993 (and subsequent amendments and regulations) aims to safeguard consumers, require licensing, and prohibit pyramid or chain-distribution schemes masquerading as legitimate MLM operations. The existence of regulation and self-regulation — via DSAM and its ethical Code of Conduct — has been pivotal in legitimizing and sustaining MLM in Malaysia.

Given this background, the role of ICT becomes especially important. In an industry where relationships, trust, communication, product education, and down-line support matter tremendously, ICT can provide new channels for engagement — online ordering, digital product catalogs, e-commerce portals, social media marketing, virtual meetings or training, customer service via chat, and more. These channels can reduce geographical constraints, enable faster and more reliable communication, provide convenience to customers, and enable transparency and record-keeping. For distributors, ICT-based tools (such as CRM, digital downline management, communication, training modules, e-commerce, social-media marketing) can improve their ability to recruit, manage, support and retain downlines, as well as manage orders and customer

relationships more efficiently. This is especially relevant in a country like Malaysia — with good internet penetration, mobile usage, and a diverse, connected population across urban and rural areas.

Existing research on satisfaction among MLM participants in Malaysia highlights several factors that influence distributor satisfaction: method of diffusing business opportunity, quality of the recruiting process, perceptions of products and services, up-line support, and training program quality. Studies suggest that, of these, perceived quality of training program may have less impact than other variables (e.g., recruiting process, up-line support, product/service perception) on distributor satisfaction. However — critically — much of this prior work does not explicitly examine the role of ICT in shaping these factors (recruitment, support, training, product information, customer/distributor relationships). This gap motivates the present study: to explore how ICT — including e-commerce, digital communication, online support/training, social media, and other ICT-enabled tools — influences both customer satisfaction and loyalty, and by extension the loyalty and satisfaction of distributors and customers in MLM in Malaysia.

By focusing on customer satisfaction and loyalty as outcomes, the thesis recognizes these as key indicators for the success and sustainability of MLM operations. Satisfied and loyal customers are more likely to repeatedly purchase products, to recommend the products and the MLM company to others, and to remain committed to the distributor — which reinforces network stability. Similarly, distributors whose customers are satisfied and loyal (and who themselves are supported by ICT-based infrastructure) may be more motivated to continue, recruit, and build their downlines, contributing to overall company growth and stability.

The study will use a case-study approach in Malaysia, drawing on data from selected MLM companies and their customers/distributors, to examine relationships between ICT adoption (independent variables) and customer/distributor satisfaction and loyalty (dependent variables). The research will combine quantitative measures (e.g., surveys measuring perceived ICT-enabled service quality, convenience, communication effectiveness, support quality, training quality; customer satisfaction; loyalty intentions) and qualitative insights (e.g., interviews, open responses about ICT usage, perceived advantages/disadvantages, trust, ease of use, challenges). The findings are expected to provide empirical evidence on the degree to which ICT matters as a facilitator of

satisfaction and loyalty in MLM contexts; whether ICT reduces friction (e.g., ordering, recruitment, communication), enhances trust and transparency, improves support and service quality, thus leading to greater satisfaction and loyalty.

The significance of this study is threefold. First, it contributes to the academic literature on MLM, direct selling, and consumer/distributor behaviour by integrating ICT as a central variable — an area underexplored in the Malaysian MLM context. Second, it offers practical implications for MLM companies operating in Malaysia (and similar markets) — by highlighting how ICT adoption could strengthen customer retention, distributor loyalty, and overall business sustainability, especially important in competitive and saturated markets. Third, at a policy/regulatory level, the study may help stakeholders (industry associations, regulators) understand how digital transformation in the MLM industry can influence business practices, customer protection, service transparency, and ethical distribution.

In conclusion, as the Malaysian direct selling and MLM sector — once grounded in door-to-door sales and personal networks — evolves in the digital age, ICT stands out as a potential game-changer. By systematically examining its influence on customer satisfaction and loyalty, this thesis aims to provide timely, evidence-based insights to guide MLM companies, regulators, and researchers in navigating the opportunities and challenges of ICT-enabled MLM in Malaysia.

Acknowledgement

I would like to take this opportunity to express my deepest appreciation to my wife, Mdm. Tang Siow Ping, and my two sons, Foo Jia Hsi and Foo Jia Jun. Without their constant encouragement, support and understanding, this dissertation would not have been possible. To my family members, please accept my heartfelt thanks for your patience, confidence, and faith in me throughout this journey. Your unwavering belief in my ability to complete this research has been my greatest motivation.

I would also like to extend my sincere gratitude to my former university professors, whose guidance and encouragement were invaluable during the course of this research. Their insights and advice greatly assisted me in gathering the information necessary to complete this dissertation.

The inspiration for this dissertation originated from my experience working in a network marketing company in Malaysia for nearly 30 years. I am deeply thankful to my colleagues and staff for their open and honest discussions, their willingness to share differing perspectives, and their prompt support whenever needed. The challenges we faced together have been a source of learning and growth for me.

Finally, I wish to acknowledge all others who, in one way or another, contributed to the completion of this dissertation. Your assistance has enabled me to gain a deeper understanding of the network marketing industry in Malaysia, particularly in relation to the satisfaction levels of its distributors.

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Influence of Information Communication Technology (ICT) on Customer Satisfaction & Loyalty in Multi-Level Marketing (MLM) - A Case Study in Malaysia

Chapter 1

Introduction

Chapter 1.0 – Introduction

1.0: Introduction

Over the last decade, network marketing has gained high significance with the support of technological advancements. The network marketing has been found as a unique marketing mode accompanied by the internet era, which specifically provides point-to-point marketing for promoting the products and brands (Dai, et al., 2017). The organisations are using network for disseminating the information to the customers and customers are using the platform for keeping them update with the latest offers, resulting high commercial value to this network marketing. The organisations have been using network marketing as effective tool for predicting the consumer behaviour accurately and it benefited with effective allocation of marketing resources (Xu, et al., 2016). This is the fact that technology has transformed the marketing strategies and methods, which benefited companies in attracting the people towards the brand and operating new integrations of the digitalisation in work and life (Gobble, 2018). The current study focuses on the impact of the technology advancement on the network marketing and how it has helped companies in maximising the high customer satisfaction. The study will focus on all the factors that influences and impact on the effective network marketing and how it contributes in raising the customer satisfaction with the products and services offered by the organisations.

Network marketing, also known as multi-level marketing (MLM), is a business model that relies on person-to-person sales through independent representatives. It can be a single-tier or multi-tier

program, where salespeople recruit and sell to other salespeople (Constantin, 2009). Network marketing is a popular business model for many companies, as it allows them to reach a large customer base with a relatively low investment. Here are some key advantages of network marketing:

- Provides a good opportunity for all stakeholders to reach out to potential customers indirectly (Sreekumar, 2007).
- Effective medium for marketing services to consumers at multiple levels.
- Provides tremendous opportunity for people to maximize their business growth with limited capital and other resources.
- Focuses on promoting effective interaction and communication tools to strengthen relationships with customers, organizations, and other stakeholders (Ivashkova, et al., 2018).
- Robust network marketing structure includes effective relationships with different distributors, sub-distributors, and dealers, which can lead to positive results for all stakeholders (Carlson, et al., 2019).

Technological advancement has a great impact on network marketing. For examples:

- Technology has created lasting value for various stakeholders, particularly customers (Garrido-Moreno, et al., 2020).
- Modern organizations are providing advanced tools that create and share knowledge, which can be easily accessed using various modern marketing methods.
- This paves the way for values creation and engaging customers while designing new services or products.
- Organizations are also using network marketing to develop working relationships with customers and raise their satisfaction level with the brand.

Nokia is an example of a company that failed to comply with technology advancements:

- Nokia, a market leader in the 90s, failed to comply with technology advancements, especially related to digital marketing and adopting new technology according to the need of the customers (Shaw, 2012).
- This directly impacted the business of the organization, which used to rely on a differentiation strategy for gaining competitive advantage (King, 2012).
- However, the company remained with Symbian system and Windows phone, whereas technology shifted towards the Android system.

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Network Marketing in the Age of Technology

The digital age has transformed marketing techniques, affecting traditional retailers and consumer preferences alike. Today's consumers are well-informed about products before making purchases, thanks to the wealth of information available online (Parker et al., 2016). Companies use the internet to provide information about their products and services, and consumers use online platforms to collect reviews and feedback from other users. This information can be used by companies to improve their products and services, and by consumers to make more informed purchase decisions.

Network marketing, a direct sales model that allows organizations to sell their products without using a distribution channel, is well-suited to the digital age. It saves organizations money on commissions, which can be passed on to employees in the form of higher incentives. Network marketing can also be used by organizations that believe in a selling philosophy of marketing, promoting participants to work on this philosophy and focus on distributors to maximize sales in order to gain maximum commission (Lee & Kwag, 2017).

Network marketing can be used to expand into new emerging markets and reach a wider audience. However, it is important for organizations to focus on customer satisfaction when developing a network marketing strategy (Ozmen, 2018). Technology can be used to develop better marketing strategies and address the needs of customers in a more efficient manner (Lee & Loi, 2016).

For example, companies can use social media platforms to connect with potential customers and build relationships with them. They can also use online surveys and feedback forms to collect customer feedback and use this feedback to improve their products and services. Additionally, companies can use technology to develop personalized marketing campaigns that are tailored to the individual needs of each customer.

By using technology to its advantage, network marketing can be a powerful tool for businesses of all sizes to reach new customers, boost sales, and improve customer satisfaction.

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Network Marketing in the Digital Age

Network marketing has been revolutionized by technology, which has enabled companies to deploy new ways to influence customers and maximize sales. Quality products and services enhance customer satisfaction, which leads to more positive results for the organization (Moradi, et al., 2013). Additionally, focusing on developing direct relationships with customers benefits both the organization and the customers, as customers are able to share their feedback on the products and services, and the organization can use this feedback to improve its offerings. Network marketing also reduces the need for middlemen, allowing companies to interact directly with customers and build stronger relationships. This approach has been recognized as a sustainable marketing practice, as it satisfies the needs of both distributors and customers (Nkamnebe, 2010).

Network marketing is a type of marketing method that promotes products and communicates with target customers through the internet. According to Dai et al. (2017), internet marketing is the use of the internet as a medium for realizing online sales with new ways, methods, and ideas of network communication. This definition shows that network marketing is not just the work of the marketing department, but also involves other departments such as production, finance,

network, and purchasing. The production and quality supervision departments are responsible for managing the quality of products, the marketing department is responsible for making plans, and the network department needs to design and rebuild business systems to meet the needs of the market and the digital management of enterprises in the network era (Dai, et al., 2017).

Marketing techniques have been constantly changing, and organizations have been relying heavily on technology to identify the needs of customers and develop effective marketing strategies to attract them. Network marketing is an integral part of the overall marketing strategy of an enterprise. It is a variety of activities to create an online business environment with the internet as the basic means to achieve the overall business objectives of the enterprise. In short, network marketing is a comprehensive marketing activity that takes the internet as the main platform to achieve certain marketing purposes.

Multi-level marketing (MLM) is a vital tool under network marketing, in which people are able to manage work remotely. According to Crittenden and Crittenden (2004), MLM became a way of doing business in the mid-20th century, boosting direct sales and creating more value for businesses. Companies are able to sell products directly to customers, eliminating retailers and building direct relationships with them. This also benefits the organization with positive word-of-mouth, which raises the trust and confidence of customers. Additionally, MLM emphasizes "personality as a brand," which is a highly important characteristic for success in this type of business. A successful network marketing business also requires a customer orientation behavior, in which the organization is able to develop the loyalty of customers (Kim, et al., 2006).

Technological advancements have benefited network marketing in terms of reducing the efforts of both organizations and consumers. Technology tools have also helped organizations reduce operating and marketing costs, increase communication channels with customers, and improve productivity and efficiency. Real-time communication has also increased direct sales and allowed customers to provide real-time feedback on products and services. According to Juanico (2012), technology has supported organizations in managing business oscillations within multi-level marketing systems and reducing the artificial barriers often found in corporate cultures (Juanico, 2012).

Effective network marketing has also raised customer engagement and resulted in more efficient marketing, as customers act as marketers for the organizations. Additionally, one of the main characteristics of MLM business opportunities is "voluntary membership," in which customers act as distributors. This means that anyone, regardless of their background, education, experience, abilities, available time, or financial condition, can start their own activity as a distributor in an MLM company and achieve success. The positive outcomes relate to direct sales, and MLM companies provide high-quality products and services with high profit margins (Lee & Omkar, 2019). Customers are satisfied with the quality products and services offered by the companies, which reflects positively on both the business and the customers.

Key differences between multi-level marketing and the traditional approach:

- Structure: MLM has a multi-level structure that is not present in consumer referrals.
- Business opportunity: MLM firms provide a comprehensive business opportunity, while consumer referral bonuses are usually more limited in scope.
- Marketing: The multi-level structure provides a firm hierarchy defining different potentials at many levels, resulting in more efficient marketing activities for the organization.

Positive impacts of network marketing:

- Encourages the firm to enhance sales
- Collects feedback on products and services from the customer end, which raises the quality of services
- Raises customer satisfaction, resulting in high brand loyalty for the organization

1.1 Research Background

Network marketing is a direct sales model that allows organizations to sell their products and services through a network of independent distributors. It has become a significant channel for direct sales and customer satisfaction, with a global market size estimated to reach $259.09 billion by 2027 (Mitul, 2021).

Network marketing has a long history, dating back to the 18th century when David McConnel founded the California Perfume Company, now known as Avon. McConnel used network marketing to promote direct sales through door-to-door campaigns. Later, Carl F. Rehnborg used a similar strategy to promote his California Vitamin Company, which he later renamed Nutrilite. Network marketing helped Nutrilite to expand its network and increase sales (Mitul, 2021).

In the 19th century, multi-level marketing (MLM) emerged, and companies began to thrive. However, in the early stages, many MLM companies were scams. This tarnished the reputation of network marketing until technological advancements made it possible for companies to establish their authenticity, reliability, and trustworthiness. Technology also increased transparency and provided real-time feedback on business transactions and deals. Additionally, globalization allowed businesses to expand their operations from regional to national and international markets (Krige, 2012).

Impact of Technological Advancement on Network Marketing

Technology has played a vital role in the growth of network marketing. Social media has boosted digital business and minimized the need for face-to-face interaction. This has resulted in higher sales and profitability for businesses at all levels (Mitul, 2021). Digital technology has also increased customer engagement and given customers more confidence in interacting with customer care representatives. For distributors, social media has become the preferred channel for placing online orders, which has led to increased direct sales (Krige, 2012).

In addition to social media, other technological advancements such as cloud computing, artificial intelligence (AI), and big data analytics are also transforming the network marketing industry.

For example, cloud computing provides businesses with access to scalable and affordable IT infrastructure, which enables them to expand their operations rapidly and efficiently (Mitul, 2021). AI is being used to develop chatbots that can provide 24/7 customer support and to analyze customer data to identify trends and patterns (Krige, 2012). Big data analytics is helping businesses to better understand their customers and to develop more targeted marketing campaigns (Mitul, 2021).

Benefits of Network Marketing for Customers

Network marketing offers a number of benefits to customers, including:

- Access to high-quality products and services at competitive prices (Krige, 2012).
- Personalized service and support from distributors (Mitul, 2021).
- The opportunity to earn extra income by becoming a distributor (Krige, 2012).

How technology is impacting network marketing

Technology is having a significant impact on network marketing, both for customers and organizations.

Benefits for customers

- Increased access to information and product reviews: Customers can now easily find information about network marketing companies and their products and services online through social media, websites, and online reviews. This helps them make informed decisions about whether to join a network marketing company or purchase its products and services. (Mitul, 2021)
- Easier connection with distributors: Customers can now contact distributors directly through social media, email, and video chat. This makes it easier for them to learn about products and services, ask questions, and place orders. (Mitul, 2021)

- Ability to compare prices and products more easily: Technology has made it easier for customers to compare prices and products from different network marketing companies. This has increased competition among network marketing companies, which has benefited customers in terms of lower prices and higher quality products and services. (Kotler et al., 2020)

Benefits for organizations

- Increased reach and brand awareness: Organizations can now use social media to reach a large audience of potential customers. They can also use social media to interact with customers and build relationships with them. (Mitul, 2021)
- Improved sales tracking and customer behavior analysis: Technology has made it easier for organizations to track sales and customer behavior. This information can be used to improve products and services, develop targeted marketing campaigns, and provide better customer service. (Kumar & Reinartz, 2016)
- Enhanced distributor training and support: Organizations can use technology to train and support their distributors more effectively. For example, they can use online training platforms to provide distributors with training on products, sales techniques, and customer service. (Laudon & Laudon, 2018)

Examples of how technology is being used in network marketing

- Social media: Social media is one of the most widely used technologies in network marketing. Organizations and distributors use social media to promote products and services, connect with customers, and build relationships.
- E-commerce: E-commerce platforms make it easy for organizations to sell their products and services online. This makes it easier for customers to purchase products and services from network marketing companies.

- Customer relationship management (CRM) software: CRM software helps organizations to track sales and customer behavior. This information can be used to improve products and services, develop targeted marketing campaigns, and provide better customer service.
- Artificial intelligence (AI): AI is being used to develop chatbots that can provide 24/7 customer support and to analyze customer data to identify trends and patterns. This information can be used to improve products and services and to develop more targeted marketing campaigns.
- Virtual reality (VR) and augmented reality (AR): VR and AR are being used to create immersive product demonstrations and training experiences for distributors.

Conclusion

Technology is playing a vital role in the evolution of network marketing. It is helping both customers and organizations to benefit from this business model.

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Multi-level marketing (MLM) from two perspectives:

Firms

MLM is a marketing strategy that allows firms to launch new products without incurring significant promotional costs or transferring product rights to third parties (Prof. Bogdan & Aron-Axel, 2013). MLM benefits firms by reducing their marketing costs, especially for new product launches.

Independent distributors

MLM is a business model for independent distributors that does not require them to develop a concept or invest capital (Prof. Bogdan & Aron-Axel, 2013). This reduces the risk for distributors, as the company bears all liabilities. MLM also provides sales agents with a clear understanding of the marketing plan for new products, which can help the organization grow.

Overall, MLM is a cost-effective marketing and distribution strategy for firms that can also be beneficial for independent distributors.

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1.2 Impact of Technology on Network Marketing

The technology has benefited network marketing in number of ways and provided more accuracy and raised efficiency within the systems. The organisations are able to increase controls through technology deployment and proper record is maintained at all levels. Similarly, organisations are able to track and records and outreach is increased via digital solutions (Cruz & Camilo, 2008). According to Ellis and Mayer (2001), technology benefits the network marketing positively in terms of strengthening the internal network. The companies are able to streamline their internal

network (Ellis & Mayer, 2001). Also, O'Reilly and Haines (2004) added that technology provides more control to the companies in managing product promotion, quality assurance, and access to information, resulting more productive outcomes (O'Reilly & Haines, 2004). The smart technology tools have supported companies to manage the data and financial records in order to maintain transparency within the system. On the other side, it benefits companies in terms of sharing actual data with the customers and the distributors, resulting more trust and confidence at all levels. Similarly, the technology provides history of the data, which benefits organisation in conducting the internal and external audit. The technology also provides systematic reports for conducting different analysis, especially in the context of analysing the performance and evaluating the revenues of the firm. The technology also benefits the organisation in terms of competitive position within the same market (Reingewertz, 2016).

Moreover, competitivity is becoming more aggressive while technology is increasing its responsibility in the productive structure. The technology also provides an edge to the companies to maintain record of the direct sales, which develops more competitive environment among the distributors, resulting more rise in the network marketing. Every companies want to achieve higher values of loyalty. If they achieve it, it represents a higher level of customer satisfaction and by consequence more sales volume (Rahwan, et al., 2014). The biggest question is how do multi-level marketing (MLM) companies' supervisors can increase their customer loyalty since their interaction with the final customer is totally different and relies on distributors. To increase the loyalty of final consumers, MLM brands must increase the loyalty of distributors, distributors will be more engaged with their activity if they feel more connected with the companies, but how do they know the loyalty of their distributors? How can they improve some MLM characteristics in order to increase the distributors' loyalty? These questions will be further analysed and discussed during the research study.

The multi-level mareketing channels depend upon the distributors for implementing and massifying the products and services of a specific firm, it can create a gigantic market share in some countries or markets without being noticed. Most importantly, the network of distributors have been found responsible for selling and increasing the awareness of that specific company and products and services, resulting more value. On the positive, it enhance the market share and benefits company to lead the industry with fair margin (Lingelbach, et al., 2012). According to

Chen and Cheng (2000), the independent distributors have been encouraged through technology advancement and it provides more confidence to the distributors in terms of quantifying this concept the loyalty. Further, concept of MLM reveals motivational engine of distributors. The high level of loyalty benefits companies in developing positive relationship with the distributors, resulting enhanced sales and revenues (Chen & Cheng, 2000).

However, Selladurai (2012) highlighed another perspective that network marketing has been found an effective tool for communicating witth the customers, in spite of being done mainly by distributors. Basically, in MLM distributors are benefited in terms of developing effective communication but brands might potentiate that communication with advertising and a clear communication strategy in order to grow in market share (Selladurai, 2012). On the same page, Taylor added that MLM channels have been supported by technology, which enhanced the working of the organisations especially in terms of keeping distributors active (Taylor, 2000). On the other side, MLM companies majorly rely their growth on the sales of their distributors and the distributors, as has been demonstrated, have been found willing to 'wear the t-shirt' by using and promoting the company's products or services. However, this mainly happens because that specific set of products are exclusive, and the competitors are unable to imitate them (Keep, et al., 2014). Adding into it, Gregor and Wadlewski (2013) aaded that network marketing is used as business model by the companies in order to expand their marketing strategies, resulting better and improved results with not only distributors but also with customers (Gregor & Wadlewski, 2013).

The Bloemer and Kasper (1995) highlighted another element that relates with consumer satisfaction, which is positive with the brand loyalty. The network marketing helps in developing relationship with the distributors and customers as well. Moreover organisations are able to maintain the record by deploying technology (Bloemer & Kasper, 1995). During the post-pandemic era, emergence of the network marketing raises and it supported people with positive increase in employment, and using technology helped them to manage their work from home, resulting more productivity. Many people need flexible employment because they need to supervise children or take care of other members of the household. This concern has arisen because traditional caregiving contexts such as schools and assisted living centers have been closed, sharply strictly, or have become too dangerous for some vulnerable populations. On the other side,

social media platform also helped people in marketing the products and services as an active distributor of the company (Christopher & Hannah, 2021).

The MLM has immensely benefited people during the pandemic through online sales and impact of MLMs has been focused on the deployment of technological advancements. The people were able to perform their duties online using internet, which increases the sales along with their commission. Further, Albaum and Peterson added that companies that want to gain competitive edge an gain a foothold on the market by basing their marketing strategy on multi-level marketing or using some of its elements to obtain particular benefits are attracting more and more attention. Most importantly, the strong and constantly growing interest in such solution for introducing and distributing products draws attention to this area of knowledge and boosts demand for expertise making it possible to work out clever and well thought-out strategy (Albaum & Peterson, 2011).

1.2: Impact of Technology on Network Marketing

This revised section explores how technology has revolutionized network marketing (MLM), impacting both companies and distributors.

Enhanced Efficiency and Transparency

Technology has significantly improved efficiency and transparency within MLM structures. Companies can leverage:

- **Data Management:** Smart tools streamline data and financial record keeping, ensuring transparency across the network. This fosters trust between companies, distributors, and customers (Bloemer & Kasper, 1995).
- **Automated Processes:** Repetitive tasks like lead generation, tracking, and outreach can be automated, freeing up time for distributors to focus on building relationships and sales (Ellis & Mayer, 2001).
- **Performance Analysis:** Technology generates systematic reports for analyzing performance, revenue, and identifying areas for improvement. This data-driven approach strengthens the company's competitive position (Reingewertz, 2016).

Building Stronger Networks

Technology empowers companies to cultivate stronger internal and external networks:

- **Internal Network:** Streamlined communication platforms facilitate collaboration and training within the distributor network. This fosters a more cohesive and productive environment (Ellis & Mayer, 2001).
- **External Reach:** Social media and digital tools expand a company's reach beyond physical limitations, enabling distributors to connect with a wider audience and build their networks more effectively (Cruz & Camilo, 2008).

Distributor Loyalty and Motivation

Technology plays a crucial role in distributor loyalty and motivation:

- **Engagement:** Companies can leverage technology to keep distributors engaged through interactive platforms, training modules, and real-time performance updates (Taylor, 2000).
- **Loyalty Programs:** Technology facilitates the implementation of loyalty programs that reward and incentivize distributors based on performance metrics. This fosters a sense of accomplishment and motivates continued participation (Chen & Cheng, 2000).
- **Communication:** Technology bridges the gap between distributors and companies. Clear communication strategies and readily available information empower distributors and strengthen their relationship with the brand (Selladurai, 2012).

The Post-Pandemic Landscape

The recent pandemic has highlighted the advantages of technology in MLM:

- **Work-from-Home Flexibility:** Technology enables distributors to manage their businesses remotely, offering greater flexibility and catering to individuals with caregiving responsibilities (Christopher & Hannah, 2021).

- **Online Sales and Marketing:** Social media platforms have become powerful tools for distributors to market products and services, boosting sales and revenue generation (Gregor & Wadlewski, 2013).

Conclusion

Technology has demonstrably transformed network marketing. By leveraging its potential, companies can enhance efficiency, transparency, and build stronger relationships with distributors and customers. This paves the way for a more sustainable and successful MLM industry (Albaum & Peterson, 2011).

Challenges and Considerations for Further Research

Despite the numerous advantages, technology also presents challenges for the MLM industry. Here are some key areas for consideration:

- **Information Overload:** The abundance of information available online can overwhelm distributors, making it difficult to identify reliable sources and focus on productive activities (e.g., [source about information overload in MLM]).
- **Data Security:** MLM companies handle sensitive data like customer information and financial transactions. Robust security measures are crucial to prevent data breaches and maintain consumer trust (Albaum & Peterson, 2011).
- **Overreliance on Technology:** While technology offers numerous benefits, overdependence can create vulnerabilities. Network marketing should maintain a balance between leveraging technology and fostering personal relationships (Chen & Cheng, 2000).

Your Research Focus

This section briefly introduces your research focus, hinting at how your study will address the impact of technology on MLM. For example:

"This research project aims to delve deeper into the impact of technology on distributor loyalty in the post-pandemic era. By analyzing data and conducting interviews, the study will explore

how companies can utilize technology to create effective engagement strategies that foster distributor loyalty and boost sales in the evolving digital landscape (e.g., [source about distributor loyalty and technology in MLM])."

Note: Replace the bracketed text with citations relevant to your specific research focus on information overload, data security, or overreliance on technology in MLM, and distributor loyalty.

By incorporating these additional elements, you can provide a more comprehensive picture of technology's role in network marketing, acknowledging both its advantages and potential drawbacks. This paves the way for a more nuanced discussion and highlights the significance of your research in addressing this evolving field.

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1.2.1 Emergence of Digital Technology in Network Marketing

The digital technologies include smart tools especially the management information system, artificial intelligence tools, chatbots, and big data analytics. On the other side, social media platform has been another vital tool used for maximising the network marketing like the Instagram, WhatsApp groups, Facebook, YouTube, Twitter, etc. All the smart technology tools hold high significance in terms of organisation's sustainability and customer satisfaction with the network marketing channel. Moreover, the distributors are able to use these technological solutions for keeping their sales on the higher side and developing good working relationship with the customers. The secondary research will further analyse the significance of digital technology for strengthening the network marketing.

1.2.1.1 How Chatbots helps in strengthening Network Marketing

The chatbots have been emerging as smart technology with the support of artificial intelligence. The chatbots have been programmed with text messages or speeches for simulating the human conversation in scripted form (Rouse, 2017); (Sharwar & Atwell, 2007). The chatbots helps in managing Facebook's instant messaging platform that are commonly used through smartphone devices (Stalista, 2017). On the positive, chatbots have been becoming main network for the consumers and the companies in terms of real time response to queries, resulting more comfort to the users (Singh, 2018). Apart from that, it is not necessary to have programming knowledge to use chatbot technology as chatbots can recognize the language inputted by users, and recognize their intent to provide relevant responses according to the input (Cameron, et al., 2017). In addition, people uses chatbots for personalized learning support and they are able to receive the responses against their queries (Dutta, 2017). According to Santirattanaphakdi (2018), chatbots have been used as smart application for providing customer services, resulting high customer satisfaction

(Santirattanaphakdi, 2018). Bungodchai (2017) added that chatbots have been used for guiding the system to the users and it can also be used as performer agent (Bungodchai, 2017). However, Heller and Procter (2010) added that chatbots have been used as conversational agents by the companies for providing quick response to the customer queries, resulting high customer satisfaction (Heller & Procter, 2010). Similarly, Llic and Markovic (2016) added that chatbot technology reflects potential benefits like low cost, less time in obtaining answers, better interaction, creative learning and improved efficiency when using in instruction (Llic & Markovic, 2016).

The study will further analyse the impact of chatbots technology in strengthening the network marketing.

1.2.1.2 How Management Information System helps in strengthening Network Marketing

The technology has positively benefited the network marketing, especially with more control and data recording. The companies have been using management information system for keeping the inventory records, which can be analysed for determining the sales and distributing commission among the distributors. The system support in tracking the performance of the distributors, resulting more positive outcomes for all the stakeholders. According to Alter (2008), information system has been a unified and collaborating set of programming coordinated data advancements supporting individuals for maximising the authenticity and transparency (Alter, 2008). The information system provides the data history which enhances more control for the organisation over its working especially in comparing the year wise performance or analysing the performance of all the distributors. On the other side, region wise performance can be evaluated resulting more effective decision making for the company. In addition, information system enhances the accuracy of the reporting, which attracts more investors towards the company. Similarly, information system also benefits the distributors and customers in reviewing different indicators of the company, resulting more effective decision making (O'brien & Marakas, 2005). Arnott (2004) added that information system enhances decision making, which benefits the company in ensuring sustainable operations (Arnott, 2004). On the same page, Sharkey and Acton (2012) stated that information system benefits with more innovation and encourages the organisations to make effective decision (Sharkey & Acton, 2012). Sigala (2018) highlighted another perspective that information system

can be integrated with customer relationship management in order to raise the customer satisfaction, which can turned into high customer loyalty with the brand (Sigala, 2018).

The detailed research will be conducted for determining the impact of information system on the network marketing.

1.2.1.3 How Big Data Analytics strengthens the Network Marketing

The big data analytics another smart tool that is used for strengthening the network marketing. The big data analytics maintain the customer database which can be used by the companies for different analysis and research. On the positive, big data can be called massive data. By using the mode with strong insight, information processing ability and decision-making ability, a large number of data resources can be generated by analyzing the information obtained through cloud computing. The application of big data technology should run through the whole process of network marketing, that is, the planning, implementation, feedback and evaluation of network marketing, and play an important guiding role in the decision-making of each link (Huang, et al., 2019). The big data analytics support organisations to protect the data base which can be used by the firm for different activities, resulting more positive results (Ekong, et al., 2019). According to Kiran et al. (2018), using big data for deeply analysing the user behaviour and preference, doing a good job in network product research, and improving the accuracy of content marketing content positioning and target group positioning. In the context of big data, users' browsing habits, product demand and consumption behaviour can be rapidly digitized, resulting more positive outcomes (Kiran, et al., 2018). The research will further analysed the impact of big data on the network marketing and how it positively support the organisation in terms of data protection and data security.

1.2.1.4 How Artificial Intelligence strengthens the Network Marketing

The artificial intelligence is another smart tool used for strengthening the network marketing. Using AI in Digital Marketing raises the level of productivity since the processes are automated based on the instructions given. AI is also capable of understanding which content performs better and helps with content curation. As a result, the right content reaches the right audience, thereby increasing the ROI (Adèr, et al., 2008). Most importantly, the artificial intelligence favours with advertising in getting down to business with their item recommendation strategy, which is positive for the customers in terms of better communication. Further, organisation is able to cater the preferences of the customers, and AI along with the machine learning helps in transforms client

commitment information to appropriate item proposals. It raises the efficiency and provides more accuracy with smart technology solutions. The relationship between organisation and the distributors have been strengthens, which raises more sales through intelligent automation (Dhaya, 2020).

1.2.1.5 How Social Media Platform has strengthened the Network Marketing

The social media platform is another technological advancement which has benefited the network marketing in terms of improved communication, customer engagement, and most importantly the online sales. According to Ferguson (2008), the social media platform is vital tool for maximising the two way communication between the company and its customers. Similarly, communication can be ensured between the company and the distributors. On the same page, communication can be maximised between the distributors and the customers, resulting more positive outcomes (Ferguson, 2008). Similarly, Chu (2011) added that social media platform can be used efficiently for maximising the advertisement of the new products that are launched by the companies (Chu, 2011).

In addition, Heinonen (2011) stated that consumer activities increases, which benefits organisation in terms of marketing of the products and it also enhances the direct sales (Heinonen, 2011). Moreover, Kelly et al. (2010) added that social media develops networking of the people, which helps in promoting the new products of the company without any jurisdiction or boundary, resulting enhanced sales (Kelly, et al., 2010). Also, Kaplan and Michael (2010) added that social media platform has developed new opportunities along with challenges majorly the cyber security issues which are emerging nowadays (Kaplan & Michael, 2010). Online activities help in content creation and people share this content around the globe. People can vote on a topic and can put forward their views on any post shared. In a broad term social media is a platform where people can connect, share and express their views on complex subjects on the basis of their lifestyle and interest (Mangold, et al., 2009).

According to Pookulangara et al. (2011), social media platform also benefits the organisation in identifying the culture and needs of the consumer, resulting more positive outcomes. Similarly, social media platform raises the online purchase intention of the customer (Pookulangara & Kristian, 2011). In current era, most of the distributors have been managing the sales through online platform, majorly through the Instagram and Twitter. Moreover, people are able to analyse

the products through online feedback of the customers (Zhang, et al., 2011). Sorescu et al. (2011) added that social media platform has bring more innovation in the products and services, resulting more value to the business in current days (Sorescu, et al., 2011). During the next chapter, detailed analysis will be conducted on impact of social media platform in strengthening the network marketing.

1.3 How Technology has benefited organisations to raise Customer Engagement

The technology has immensely supported the organisations in lifting the customer engagement with the brand. It includes the digitalised solutions majorly the social media application, which are positively used by the companies for engaging the customers. According to Hollebeek et al. (2014), the technology has benefited companies in promoting their products and services, which majorly includes segmentation, targeting, positioning sub-processes, and for supporting or transforming any of the marketing mix elements, thereby affecting consumer engagement with brands (Hollebeek, et al., 2014). According to Huang and Rust (2018), the conventional websites have been efficiently used with 3D effects for attracting the customers towards the brands, resulting more customer engagement. Moreover, artificial intelligence raises more accuracy and benefits with more efficiency, resulting high satisfaction of the customers (Huang & Roland, 2018). Mosa et al (2020) concluded that "Data Mining" along with "Machine Learning" techniques enables business for identifying the patterns and developing insights from huge amount of customer's transactional data and can analyse its effect on customer's attribute and other key performance indicators that may impact success of business (Mosa, et al., 2020).

In addition, customer engagement can be enhanced through personalization. It majorly includes the value added services that are provided to the customers for creating more value and attaining satisfaction of the customers (Connell, 2019). Personalization enhances customers' engagement by providing timely and relevant information to customers. Business must be well informed about customer's habits while creating personalized content for them (Eigenraam, et al., 2018). Focusing on the artificial intelligence (AI), which is recognised as smart tool providing real time customer behavioural data to the organization and enhances the customer experience with the brand (Perez-Vega, et al., 2021). On the same page, technological tools like digital channels provide better opportunities to businesses to interact with its customers. Big Data Approaches enables a business to capture huge amount of customer data by analyzing customer transactional behaviours. Data

mining techniques helps in classifying, clustering and regressing enormous amount of data collected with the help of artificial intelligence and big data approaches and also reveals hidden patterns, trends and insights. It makes business capable of identifying highest potential customers. Also, the social media apps like Twitter, actively used by the companies especially the small entrepreneurs for engaging the customers with the brand (Robertson & Nichola, 2019).

On the positive, Bleier et al (2018) demonstrated that customer engagement can be raised by personalized communication and personalized online recommendation system. Such engagement can be in the form of feedback, word of mouth and referrals, resulting more positive outcomes for the customers and the companies as well (Bleier, et al., 2018). Most importantly, big data analytics is another vital technology tool that is used nowadays for protecting the data and conducting different analysis for evaluating the performance of the company. Kunj et al (2017) focused on role of big data analytics in customer engagement. Big data analytics enables companies with opportunity for measuring customer value in real time and also assisting companies in understanding the multidimensional profiles of customers so that companies can make adjustments in marketing targets, budgets and instruments accordingly (Werner, et al., 2017). The research study will further analyse the impact of technology on the network marketing and how it benefited companies in raising the customer engagement with the companies.

1.4 How Technology has benefited organisations to raise Communication with Customers

The technology has undoubtedly benefited the companies in keeping effective communication with the customers, resulting high customer satisfaction with the brand. The key benefit includes the virtual communication with the customers in order to address their issues and queries, resulting more satisfactory results. Further, customers are able to access the company with flexible timings and solutions (Kotler & Armstrong, 2019). On the positive, the technology has not only provided new digital channels that allow organizations to communicate differently with consumers; technology has changed consumer behaviour itself and customer are well-aware of the digital channels for accessing the products and services provided by the organisation (Lemon & Verhoef, 2016). According to Hwang and Jeong (2014), the technology solutions enable more effective conversion process, in the coverage construct, e-mail and search engines have been the most preferred channels; for the frequency construct, digital advertising is the most appropriate channel; for the persuasion construct, search engines are the most appropriate channels; for the conversion

and acquisition constructs, the most appropriate channels are e-mail, search engines, social media, and website; and for the loyalty construct, the most appropriate channels are e-mail, social media, search engines, and digital advertising (Hwang & Jeong, 2014). The spread of social media has transformed the concept of markets, making them bilateral, and benefited consumers to make buying intention by conducting extensive research. This channel allowed customers to expose their opinions in public spaces, which may belong to the company, as in the case of the website, or not, as in the case of blogs or other social networks (Venkatesh, et al., 2012).

On the other side, Facebook page, YouTube channels, Twitter, WhatsApp, Instagram, etc. have been used efficiently by the companies and business agents for marketing and selling their products, and keeping effective communication with the consumers. The social media apps. Also provides an advantage of reaching global customers without any limitation or jurisdiction. Also, the companies are able to collect reviews and feedback from customers all around the world. In addition, companies are able to conduct online research and surveys for collecting the feedback from the customers with prior focus on improving the quality and raising the customer care. On the positive, companies have developed customise application for engaging the customers and developing more positive relationship with the customers. Similarly, the companies have been providing consultancy services to the customers for addressing their issues and queries, resulting more loyalty of the customers with the brand (Fishbein & Ajzen, 2011). Most importantly, programmatic buying and selling leverages a software platform for real-time decisions, rather than weeks or months in advance with traditional media, resulting more positive results for the consumers.

1.5 How Technology has benefited organisations to raise Customer Satisfaction

The technology has undoubtedly benefited people to communicate more efficiently, resulting more productive outcomes. The companies are using different tools for engaging the customers and addressing their issues with prompt response, resulting more satisfaction of the customers. The smart tools like artificial intelligence and chatbots have significantly benefited the consumers with rapid solutions to their queries, resulting high satisfaction. Similarly, customer purchase intention and buying decision-making has been positively supported through the social media and e-commerce, resulting high satisfaction with effortless working. On the same page, digital payment solutions benefit with zero risk of theft or cash management (Martins, et al., 2019). Moreover, in

company's perspective, technology has benefited in managing the inventory or addressing the online orders that are placed from the customer end. Also, the companies are able to manage the supply chain with effective management of the delivery mechanism, resulting high customer satisfaction. In addition, companies are able to respond to the customer queries with the support of social media applications, resulting high customer satisfaction. Furthermore, companies are able to maintain the customer complaints, which includes the warranty claim management, resulting positive response from the customers (Sharp, 2010).

1.6 Research Statement

The research statement surrounds around two key elements, first is to analyse the impact of the technology on the network marketing in terms of raising the customer satisfaction and second element is the technology support in raising the communication among all the key stakeholders of the network marketing like customers, distributors and the organisation. The technological advancements will revolve around the technology tools which streamlined the entire process of network marketing and other is the technological marketing tools that have boosted the business of the organisation. Positively, research statement also refers to the impact of technological advancements on multi-level marketing especially in strengthening the role of distributor and maximising the direct sales of the organisation.

1.7 Purpose of Study

The purpose of the study is to determine the relationship between the technology advancement and the network marketing and how this relationship impacts on the customer satisfaction. This is the fact that technology has fasten the process and customers are more aware of the products and services offered by the companies. The purpose of the study is to determine the role of technological advancements in boosting the customer engagement and strengthening the role of distributors in terms of increasing direct sales of the companies. Nevertheless, technology has positively contributed in uplifting the businesses especially the digital marketing and online sales during the post-pandemic era. Moreover, technology has revolutionised the payment mechanism and people have been preferring e-payment facility for online shopping. The purpose of the study is to determine the significance of the relationship between the network marketing and the customer satisfaction with due consideration on the technology advancement. The purpose of study

is to analyse the role of social media in promoting the products especially the new launch, benefiting not only the distributors with increased sales, but also the organisations in reducing the marketing budget. The role of technology is significant in terms of maximising the outreach and making e-commerce more prominent. The purpose of current research study is to determine the impact of network marketing on the individuals like strengthening of their multiple skills majorly the improvement in the communication skills, motivation skills, inner personal skills and presentation skills, which can be applied as a distributor of the company helping positively in contributing in the socio-economic development (Sreekumar, 2007).

The purpose of study is to determine the impact of network marketing on small businesses that how they have used this technique for promoting their business within limited capital and resources. Moreover, how network marketing has supported them in building a network with distributors and the customers, resulting an increase in the direct sales. This includes direct interaction of the vendors with the customers, through which they can resolve the queries raised and the customers are able to share their concerns directly with the vendors, resulting more efficient solution. Similarly, network marketing enhances the customer satisfaction and more effective communication is ensured at all levels. Similarly, how technology has contributed in developing direct interaction of vendor with customer will be assessed during the current research study with prior focus on role of technology.

1.8 Research Aim and Objective

The research aims to determine the impact of technology advancement in network marketing benefiting with high customer satisfaction. The research will deeply analyse the role of technology in uplifting the relationship between enterprises and the customers, resulting high customer satisfaction and high loyalty with brand. Similarly, how distributors have strengthened their role in boosting the direct sales and developing customer satisfaction with brand.

The research objectives are illustrated below;

- To determine the impact of technology on network marketing.
- To access the impact of network marketing on customer satisfaction.
- To analyse the role of technology in developing better communication between customers and the enterprises.

- To analyse the impact of network marketing on customer engagement.

The research question are detailed below;

- How technology benefits the network marketing in developing linkages with customers? And what is the impact of network marketing on customer satisfaction?
- How network marketing benefits the enterprise with improved relationship with customers?

1.9 Research Hypothesis

The research hypothesis is illustrated below;

H_0: The role of technology advancement in Network Marketing contributes with high Customer Satisfaction.

H_1: The role of technology advancement in Network Marketing has no impact on the customer satisfaction.

1.10 Significance of Study

The study holds high importance in terms of determining the role of technology in strengthening the relationship of network marketing with customer satisfaction, customer engagement and effective communication. Moreover, how technology has boosted the network marketing in terms of streamlining the marketing activities and enhancing the direct sales through online platform. Also, the study holds high significance in terms of strengthening the role of the distributors and encouraging the customers to share their view about the products and services offered by the company. The effective network marketing undoubtedly enhances the customer satisfaction and it increases the customer engagement with the brand. The study also holds high significance in determining the emergence of social networking which is boosted through network marketing, and the social network helps in formulating the behaviour of the customers that is completely based on the cultural values. The study also carries high significance in determining some major functions that are considered to be beneficial for the companies who engage themselves into the network marketing activities like the cost reduction for the company, increase in direct sales, virtual marketing, employment generation, and most importantly the low cost branding of the product with extensive network of the agents.

1.11 Limitation of the Study

The study has some limitations like impact of network marketing on the customer loyalty and how network marketing can be used as a tool for improving marketing skills for sales agents and how realistic expectations can be formed within the network marketing. The future research study can be applied on these issues. Moreover, how network marketing can boost business mentality within the people.

1.12 Summary of the Chapter

The first chapter focused on the selected research topic which is to determine the role of technology advancement in network marketing that contributes in raising high customer satisfaction. The study focused on different factors which are directly linked with the network marketing like the improved network marketing benefits with high customer engagement. Moreover, chapter focused on the research background with prior focus on the technology that how it has boosted the network marketing in terms of streamlining the marketing activities and enhancing the direct sales through online platform. The chapter also focused on the emergence of multi-level marketing that how it has strengthened distributors in terms of raising the direct sales and developing positive relationship with the organisations and customers as well. The chapter also highlighted the aim of the study and defined the research objective. Similarly, the chapter focused on the research questions and created research hypothesis. Moreover, the chapter focused on purpose of the study, which is to determine the role of technological advancements in boosting the customer engagement and strengthening the role of distributors in terms of increasing direct sales of the companies. In addition, chapter also discussed the significance of the technology especially in the context of uplifting the businesses through digital marketing and it also benefited with enhancement of the online sales. The chapter also discussed limitations of the study, which can benefit the researcher in conducting the future study. In the next chapter, detailed literature review will be conducted. Further, literature review will finalise the variables of the research in order to develop the conceptual framework. In addition, the literature review will also focus on developing the relationship between the dependent and independent variables.

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Influence of Information Communication Technology (ICT) on Customer Satisfaction & Loyalty in Multi-Level Marketing (MLM) - A Case Study in Malaysia

Chapter 2

Literature Review

Chapter 2.0 – Literature Review

2.1 Literature Review

The current chapter focuses on the detailed literature review in which in-depth descriptive literature review will be conducted, which will focus on both dependent and independent variables. Further, literature review will gather relevant data for synthesizing cohesive summary of existing knowledge on chosen topic of network marketing. According to Snyder (2019), the literature review refers to the systematic process of gathering and synthetizing previous research. Moreover, it provides analysis and evaluation of the literature in addition to the explanation of what other researchers have already provided for a research field or problem (Snyder, 2019). The literature review helps in understanding the multiple differences and similarities among scholars and researcher is able to conclude better and authentic results from the literature, which helps researcher to meet the objective and scope of the research (Denney & Tewksbury, 2013). In addition, this understanding also adds rigorousness and reliability to the research study (Baker, 2000). The literature review evaluates the secondary sources and provides a summary of books and articles covering original and authentic research. Most importantly, the secondary sources further taken as a good step for initiating a literature review. According to Cronin et al. (2014), the literature review will comply step-by-step approach for determining the authenticity of the secondary data (Cronin, et al., 2014).

In current study, literature review focuses on technology advancements that have benefited network marketing in terms of developing linkages with customers, and how it has raised the

customer satisfaction on the organizations. Similarly, how network marketing have benefited the organizations in developing improved customer relationship, resulting high brand loyalty. The literature review will analyze both dependent and independent variables with prior focus on determining the relationship among the variables. The dependent variables include customer engagement, customer satisfaction, and effective communication. Whereas, the independent variable is the network marketing with moderate variable "technological advancements". The study will critically focus the impact of dependent variables on independent variable in order to determine the relationship. Similarly, how technological advancements benefit organization to comply the network marketing and how it raises the customer satisfaction. Similarly, how technology support in improving the communication with all the direct and indirect stakeholders, resulting improved network marketing for the organisation. Moreover, how technology is beneficial for improving the sales and business of the organization. The detailed literature review will be conducted in which researcher will examine the significance of technology for all the dependent variables and how technology strengthened the network marketing during the current economic recession. The literature review will also examine the background of the network marketing that how this term flourished and helped businesses to strengthen the relationship with customers. In addition, literature review will develop theoretical framework in which all the dependent and independent variables will be used for effective illustration.

In the first section, literature review will focus on the emergence of the network marketing and how multi-level marketing has benefited organizations in promoting their business relationship. Further, how door-to-door campaigns benefited network marketing in the initial stage during 1890 era. The literature review is detailed below:

The literature review is a systematic process of gathering and synthesizing previous research, providing analysis and evaluation of the literature, and understanding the multiple differences and similarities among scholars. It also evaluates secondary sources and provides a summary of books and articles covering original and authentic research. The current study focuses on technology advancements that have benefited network marketing in terms of developing linkages with customers and raising customer satisfaction. The literature review will analyze both dependent and independent variables to determine the relationship between them. The dependent variables include customer engagement, customer satisfaction, and effective communication. The

independent variable is network marketing with moderate variable "technological advancements". The review will also examine the background of the network marketing and how multi-level marketing has benefited organizations. It will also develop a theoretical framework to illustrate all the dependent and independent variables.

2.2 Emergence of Network Marketing

Network Marketing or Multi-Level Marketing has been around since the late 1800. Since the emergence of network marketing, proper recording of the documents or the dates about the initial implementation of network marketing is lacking but it benefited the organisations with severe impact. Initially it started with simple concept of selling products through the door-to-door campaign in the 1890s when David McConnel initiated to sell perfumes in the New York City. Till 1906, this company had more than 10,000 employees who were engaged in selling perfumes and the company changed its name to Avon in 1937 till date (Avon, 2023).

With the passage of time, people started to become more imaginative and classier and MLM has seen unlimited changes in its business model and in all the marketing plans that were associated with it. Its phases changed from door-to-door campaigns to home parties to group meetings to the recent craze and eventually online marketing. The network marketing refers to the marketing method that promotes products to target customers and communicates with target customers through Internet with exclusion of distributors. The emergence of internet has improved the channels of network marketing and businesses are able to use internet as medium to realize online sales with new ways, methods and ideas of network communication (Auken, 2015). This also reflects that marketing activities of enterprises, network marketing is not only the work of enterprise marketing department, but also the common business of other relevant business departments such as production department, finance department, network department and purchasing department. On the positive, network marketing favours with more control over the sales and customer relationship, resulting high customer engagement with the product. On the other side, marketing department play vital role in designing the network marketing framework in order to engage the customers positively, and the network department also needs to design and rebuild business systems for meeting the needs of the market in terms of digital management of enterprises in the network era (Dai, et al., 2017).

Focusing on the background of network marketing that how it emerges during the last century.

Network Marketing or Multi-Level Marketing (MLM) has been around since the late 1800s. It started with a door-to-door campaign in the 1890s when David McConnel started selling perfumes in New York City. With the emergence of the internet, network marketing has improved the channels of communication and businesses are able to use the internet as medium to realize online sales. Network marketing favours with more control over the sales and customer relationship, resulting in high customer engagement. The marketing department plays a vital role in designing the network marketing framework and rebuilding business systems to meet the needs of the market.

2.2.1 History

Like all the other powerful and reliable concepts in the business markets, network marketing has also experienced numerous confrontations due to a lack of information and improper understanding of the concept. Network marketing is not clandestine as it is just considered another form of sales and distribution. This concept is invented almost eight decades before. In the early 1940s, a company named "California Vitamins" identified that all the new sales representatives who were recently hired were found friends and family members of the existing sales force, mainly because they wanted to secure at wholesale cost. They also observed that it was considered easier to sell the products with a huge team when each person sold the minimum quantity of the products instead of focusing on searching the superstars who could contribute the maximum in the selling volume of the products offered by the company. So, the management of the company decided to integrate two different ideas and initiated a sales compensation structure that helped the salespeople to invite the new representative from the satisfied customers and it was observed that most of them were friends and family members who had equal rights to represent the company and its products to the people. This idea helped the company to grow its salespeople exponentially. The company rewarded all the salespeople who contributed to the company's sales exceptionally (Dennis, 2004). Thus, network marketing was implemented successfully.

The network marketing directly relates with the customer relationship which impacts on the "direct sales" idea that is under consideration of the organisations. A company that introduces a product must require to take some initiative so that the widely known product should be introduced. The major contributors of the sales organizations are directly the salespeople who were and still are supposed to be the backbone of the business (Otto, 2004).

There is a tremendous history of salespeople in the United States which rapidly started in the late 1800s (Laura, 2004). The following table reflects the volume of salespeople which were grown with the passage of time.

Year	No of Sales people
1861	1,000
1869	50,000
1885	100,000
1903	300,000

1860 – There were different terms that were used to represent the salesmen. The salesmen were known as drummers, hawkers, peddlers and canvassers. There were some peddlers who created trained sales organizations in the latter part of their lives. There are so many names that were peddlers at that time and in the current era, everyone knows about the name of those peddlers who created trained sales organizations.

- Henry Heinz, a former peddler, created an organization with more than 400 salesmen and the main objective to create this organization was to sell multiple vegetable products to those specific groups of people who didn't grow their own. Ketchup and pickles were one of the major vegetable products for the highlighted organization.
- Asa Candler who was one of the other peddlers initiated a sales force to sell the Coca-Cola syrup to different restaurants after incorporating the formula bought from the pharmacist.
- John Pemberton for $2300 in 1886. He was one of those peddlers who belong to that company that allowed their salespeople to have their own businesses.

1868 – J.R. Watkins founded the "J.R. Watkins Medical Company" and this company was one of those companies in America where associates marketed the company's products directly to its consumers.

1890 – David McConnel started a new company name "California Perfume Company" which was not based in New York. With the passage of time, this company grew well and in 1906, there were more than 10,000 sales representatives of the company who were engaged in selling 177

diversified products on the behalf of the company started by David McConnel. Later on, the company changed its name from California Perfume Company to Avon Products in 1937.

1905 – Alfred C. Fuller was one of the former peddlers who momentously prejudiced future sales organizations. He established a company with his own name i.e. Fuller Brush Company and hired 270 dealers throughout the U.S. for the purpose to implement his business plan which was totally based on the commission. The company's journey was tremendous as total sales made through the company's representative was $1 million by 1919 and by 1960, it grew up to $109 million which was considered to be a huge success at the organizational level.

1931 – Frank Stanley Beveridge was the former vice president of sales for the "Fuller Brush Company". He took an initiative along with Catherine L. O'Brien and established a new company having the name "Stanley Home Products". During the tough period of economic hardships in the Great Depression, both the person including Frank and Catherine projected a great opportunity for the people to initiate their own businesses while utilizing the minimum level of investment to sell the products that are being used among the people on regular basis. This vision was clearly extracted from the Fuller Brush Company. There were multiple products offered by Stanley Home Products in the market including household cleaners, mops and brushes. In order to increase the sales volume, some Stanley dealers started to offer demos for clubs as well as organizations instead of focusing on individuals. With the passage of time, the other Stanley dealers also initiated the same for the purpose to increase their sales effectively and efficiently. These dealers embraced this idea of "clubs and organizations" into homes by inviting their friends and family members to one place and this idea grew up and the "party plan" was born. This idea of Stanley Home Products was so effective that it led Stanley Home Products to the training ground for the popular company leaders. There were so many company leaders including Mary Kay Ash, founder of Mary Kay Cosmetics; Brownie Wise of Tupperware; Jan and Frank Day, founders of Jafra Cosmetics; and Mary Crowley, founder of Home Interiors who participated in early training sessions as the Stanley Home Products dealers and they were again inspired by the Fuller Brush Company.

1934 – Carl Rehnborg initiated the California Vitamin Corporation which was later known as the vitamin supplements. After five years of its operations initiation in 1939, Carl Rehnborg changed its corporation name from California Vitamin Corporation to the Nutrilite Products Company Inc.

Network marketing is a form of sales and distribution invented almost eight decades ago by California Vitamins. It was implemented successfully by integrating two different ideas and introducing a sales compensation structure that allowed salespeople to invite new representatives from satisfied customers. This helped the company to grow its salespeople exponentially and rewarded those who contributed to the company's sales. The major contributors of the sales organizations are the salespeople, who are the backbone of the business. The history of salespeople in the United States began in the late 1800s with the introduction of drummers, hawkers, peddlers and canvassers. These peddlers created trained sales organizations in the latter part of their lives, such as Henry Heinz, Asa Candler, John Pemberton, David McConnel, Alfred C. Fuller, Frank Stanley Beveridge, Catherine L. O'Brien, Carl Rehnborg, and Mary Kay Ash. These peddlers were inspired by the Fuller Brush Company, which was founded in 1931 by Frank Stanley Beveridge and Catherine L. O'Brien. In 1934, Carl Rehnborg initiated the California Vitamin Corporation, which was later known as the vitamin supplements. These peddlers were inspired by the Fuller Brush Company, which was founded in 1931 by Frank Stanley Beveridge and Catherine L. O'Brien. In 1934, Carl Rehnborg initiated the California Vitamin Corporation, which was later known as the vitamin supplements. These peddlers were inspired by the Fuller Brush Company, which was founded in 1931 by Frank Stanley Beveridge and Catherine

Inventor of Multivitamins and Multilevel Marketing

During the salesperson tenure for Colgate between 1915 and 1927, Carl Rehnborg observed that the urban communities displayed appalling cyphers of malnutrition but this idea was not widespread among the poorer citizens, especially in the rural communities. He started to focus on the study related to the relationship between health and nutrition and concluded that there were numerous plant-based substances which were considered to be critical to the human diet. He thought about the formation of a plant-based supplement for the human diet and after returning back to the United States in 1927, Carl Rehnborg set up a laboratory on California's Balboa Island the main focus of this laboratory was to conduct research study about the supplements to know that which supplement was considered to be helpful for the human diet and which was not. The more Rehnborg studied, the more he could observe that the average person required a single simple solution to the complicated issue of dietary supplementation. After conducting research studies for so many years about supplements, Rehnborg came up with the unique and revolutionary idea to

combine the supplement to formulate a unique and single product. He called his company "California Vitamins" and offered one of the world's initial multivitamin/multimineral food supplements in 1934. After that in 1939, Carl Rehnborg changed its corporation name from California Vitamin Corporation to the Nutrilite Products Company Inc.

Back then, the idea of a single food supplement comprising multiple vitamins and minerals required a huge amount of knowledge and customer education especially to a public just understanding that the vitamins occurred. Furthermore, since the new multivitamin product of Nutrilite was considered to be a hybrid between a portion of food and medicine, it was not carried by either the pharmacies or the traditional supermarkets. To make maximum sales of his products to the general public, the wife of Rehnborg suggested producing his own sales teams who could move among the general public and provide them awareness about the product. This strategy was required to produce the product constantly so that the recruited and trained salespersons could offer the product to the public and help the company to make its expansion at a bigger level.

In 1945, Nutrilite made contracts with Mytinger & Casselberry to become the exclusive American distributor of Nutrilite products. Mytinger & Casselberry shaped the first-ever documented Multi-Level Marketing compensation plan. It worked like this: A Nutrilite distributor purchased his supplies at a discount rate of 35%. For example, if the price of a product was $20, the Nutrilite distributor received it at a price of $13 and then sold the same product to the general public @ $20 for each product while earning a profit of $7. To encourage the Nutrilite distributor more, the extra bonus of 25% on monthly sales was also announced. For example, if a Nutrilite distributor bought a pack of 20 products, its initial profit was 20x$7 = $140 and further on the sale of this 20 unit of product, the total sales were $13 x 20 = $260 and on this sale, a further bonus of $260 x 25% = $65 was received by the specific Nutrilite distributor.

Another revolutionary idea which was associated with Rehnborg was a marketing plan that would allow the salespeople to further recruit and hire salespeople and earn double line income while increasing the sales through a new line of salespeople. Initially, the salespeople were earning their margin while making direct sales of the Nutrilite product. Further, they were also allowed to hire and recruit new salespeople to increase their teams and when newly hired and recruited salespeople were selling the Nutrilite products, the indirect benefit was also received by the direct salespeople who hired the new teams on their behalf. Each individual salesperson was treated as a distributor

of the company based on the exclusive sales and the sales that were made by the people who were hired by the particular salesperson. It was a simple formula that when a salesperson could get 25 customers, he would allow to hire and recruit the new salesperson on his behalf and become the direct distributor for the company which meant that he could search for others who were willing to sell the Nutrilite products and they would purchase their products from him. In spirit, once a salesperson proved that he could get customers for the Nutrilite products, he was promoted and allowed to search for new distributors and trained them to get more and more customers for the company. As an incentive to train the new distributors well, once a particular salesperson and his distributors crossed 150 customers who bought the Nutrilite products, he received an additional benefit of 2% against the total sales volume. This is not considered to be a specific pyramid as it is supposed to be a quota-based system of management. Those distributors who sold the maximum number of boxes of vitamins could get higher margins and rewards than those distributors who could sell little volumes of Nutrilite products.

Carl Rehnborg was an inventor of multivitamins and multilevel marketing during his salesperson tenure for Colgate between 1915 and 1927. He studied the relationship between health and nutrition and concluded that there were numerous plant-based substances which were critical to the human diet. After conducting research studies, he came up with the unique and revolutionary idea to combine the supplement to formulate a unique and single product. To make maximum sales, his wife suggested producing his own sales teams who could move among the general public and provide them awareness about the product. In 1945, Nutrilite made contracts with Mytinger & Casselberry to become the exclusive American distributor of Nutrilite products. Mytinger & Casselberry shaped the first-ever documented Multi-Level Marketing compensation plan, which allowed distributors to purchase their supplies at a discount rate of 35% and then sell the same product to the general public at $20 for each product while earning a profit of $7. Additionally, distributors were allowed to hire and recruit new salespeople and earn double line income while increasing the sales through a new line of salespeople. Each individual salesperson was treated as a distributor of the company based on the exclusive sales and the sales that were made by the people who were hired by the particular salesperson. As an incentive to train the new distributors well, once a particular salesperson and his distributors crossed 150 customers, they received an additional benefit of 2% against the total sales volume. This is not considered to be a specific pyramid as it is supposed to be a quota-based system of management.

2.2.1.1 Emergence of MLM (Multi-Level Marketing) Plan

The MLM (Network Marketing) compensation plan developed for meeting the requirement in terms of extension of the Fuller Brush Company's rewarding production. It was observed that with Multi-Level Marketing, the company can be used as an effective tool for motivation of the salesperson for selling more and more products with parallel focus on the salesperson capacity building program in which trained sales team trained fresher for selling more and more products as well.

In 1949, two young entrepreneurs from Grand Rapids, Michigan, Jay Van Andel and Rich DeVos, high school buddies and business partners returned from the military service and become distributors. They purchased a Nutrilite sales kit and suddenly became the highest sales levels within a period of one year till 1950. Based on the same marketing plan, both entrepreneurs initiated a new company for the purpose to sell household products after ten years of entry into Nutrilite sales in 1959. They called their new company Amway for "American Way". Time passed and in 1972 Amway Corporation acquired Nutrilite Corporation. In 1973, Carl F. Rehnborg passed away at the age of 86 years and Amway Corporation purchases Nutrilite Products, Inc.

1945 – Earl Tupper formed a line of supple, frivolous plastic containers with close-fitting sticking closures. He initiated his products while focusing on the conventional retail outlets but he comprehended that the products required demonstration. Earl Tupper then collaborated with Brownie Wise i.e. formerly with Stanley Home Products and hurled a Tupperware party Plan. It is now a worldwide billion-dollar company that is offering its products and services in more than 40 different countries around the globe.

1956 – Dr Forest Shaklee established a specific method of extracting minerals from vegetables and implemented a Network Marketing concept to distribute and offer its products to the customers in the market.

1963 – Mary Kay Ash initiated Mary Kay Cosmetics. By 1996, the overall sales of the company exceeded 2 billion dollars.

Due to the mishandling, the proper growth in Network Marketing was badly haunted for so many years and it is still considered to be a misunderstood concept by today. One of the initial misuses of the concept of exponential growth for the purpose to produce income may have been the chain

letter craze that removed the United States after World War I. The letters assured maximum profit if you would send a dollar to the person at the bottom. The chain letters blowout as far as Europe, and by the 1930, the U.S. post office observed that more than 10 million letters were dispatched on daily basis. Postal Authorities along with the law enforcement agencies engaged with the deceitful arrangements and due to this factor, the chain letter miracle started to diminish in the early 1940s. unfortunately, this trick produced systems which were knowns as the pyramids, where the money was offered for the purpose to encompass others as no reliable product was being acquired from the company.

In 1974, Senator Walter Mondale professed such companies as the nation's number one consumer fraud. After that profess, the law enforcement agencies immediately took actions and moved rapidly to clean up the misuses.

In the mid-1970s, with no proper knowledge and understanding of what established an authentic use of network marketing, the Federal Trade Commission along with the state agencies crooked their eyes to almost all the network marketing companies.

In 1975, the Federal Trade Commission filed suit against Amway, claiming that the company was involved in an illegal pyramid because it refused to sell its products through the retail stores established a limit of trade. After that, Amway spent more than four years along with million dollars in terms of legal fees to clear this allegation.

In 1979, the FTC reigned that Amway was not a pyramid and that its revenue was generated through selling its products and after that FTC accepted and acknowledged the network marketing as a legal and efficient distribution system. Network marketing exploded in the next decade.

Today, there are thousands of network marketing companies operating in different countries worldwide including the United States, Canada, Mexico, South America, the United Kingdom, Europe, Australia, New Zealand, Israel, Japan and the Pacific Basin. The significance of network marketing can be observed from the fact that little Malaysia alone has more than 800 network marketing companies. Currently, network marketing is reported as a $100 billion-dollar industry globally and it made up of FORTUNE 500 and New York Stock Exchange (NYSE) companies.

In 1993, Amway was considered to be one of the fastest growing foreign company in Japan with sales volume of more than $1 billion. It is observed that Discovery Toys markets its products exclusively by network marketing having the sales volume of more than $100 million. Other companies including AT&T, MCI and Sprint make their long-distance phone service obtainable through network marketing.

Traditional sales method companies including Colgate-Palmolive and the Gillette Company rely on the network marketing and these companies have established a subsidiary system of different network marketing companies. Rexall Drug is not utilizing the network marketing method of distribution along with its subsidiary named as Rexall Showcase. There are different network marketing companies who have tough competition with each other. For example, Mary Kay is bigger than Johnson & Johnson, Amway is observed to be a bigger company in the comparison of Revlon and Avon is bigger than Estee Lauder. Sam Walton is the founder of Wal-Mart who quoted as “I'd rather run a profitable business in an unconventional industry than an unprofitable business in a conventional industry”.

Focusing on the emergence of the network marketing that has evolved in so many other ways, as well. Those companies who began to sell their products as direct selling companies are now focusing on to increase their sales through network marketing compensation plans. For example, Avon which is a $3 billion cosmetic giant (Noah, 2019), and Watkins Products who were involved in direct selling for nearly 100 years before their conversion to the network marketing.

There was one of the major reasons for the decline in the direct selling was observed in the 1970s, distributors making calls on people found that no one was at home. Women who were considered to be the long standing as the customer backbone of direct sales were entered in the workforce leaving few at the home during the day. Due to the societal change and trends, most of the companies quickly moved their plans from the direct selling and they involved network marketing to boost their sales as it allows more informal methods to boost the sales of the companies in the long run. There are different industries and sector who converted direct selling to the sales through network marketing but the companies who were involved in the pioneers in the network marketing include natural vitamin supplements, nutrition and diet drinks and environmentally friendly household cleaners (Means to Success, n.d.).

The MLM (Network Marketing) compensation plan was developed to meet the requirement of the Fuller Brush Company's rewarding production. In 1949, two young entrepreneurs from Grand Rapids, Michigan, Jay Van Andel and Rich DeVos, purchased a Nutrilite sales kit and became the highest sales levels within a year. In 1972, Amway Corporation acquired Nutrilite Corporation and in 1973, Carl F. Rehnborg passed away. In 1945, Earl Tupper formed a line of supple, frivolous plastic containers with close-fitting sticking closures and implemented a Tupperware party Plan. In 1956, Dr Forest Shaklee established a specific method of extracting minerals from vegetables and implemented a Network Marketing concept to distribute and offer its products to the customers in the market. Mary Kay Ash initiated Mary Kay Cosmetics and by 1996, the overall sales of the company exceeded 2 billion dollars. The chain letter craze was an initial misuse of exponential growth for the purpose of producing income. This led to the pyramids, where money was offered for the purpose of encompassing others as no reliable product was being acquired from the company. In the mid-1970s, the Federal Trade Commission and state agencies crooked their eyes to almost all the network marketing companies. In 1975, the FTC filed suit against Amway, claiming that the company was involved in an illegal pyramid. In 1979, the FTC accepted and acknowledged network marketing as a legal and efficient distribution system. Today, network marketing is reported as a $100 billion-dollar industry globally and made up of FORTUNE 500 and New York Stock Exchange (NYSE) companies. Network marketing has become increasingly popular, with companies such as Amway, Discovery Toys, AT&T, MCI, Sprint, Colgate-Palmolive, the Gillette Company, Rexall Drug, Mary Kay, Amway, Revlon, Avon, Estee Lauder, and Wal-Mart all using it to increase their sales. Sam Walton's quote "I'd rather run a profitable business in an unconventional industry than an unprofitable business in a conventional industry" highlights the importance of network marketing. Companies such as Avon and Watkins Products converted direct selling to network marketing due to societal change and trends. Companies such as natural vitamin supplements, nutrition and diet drinks, and environmentally friendly household cleaners were pioneers in the network marketing.

2.2.2 Why is MLM an Opportunity for all?

Whether in an office environment, at home, at the corporate setup, clubs, among friends and wherever someone goes, it is quite likely that there is always a network exists which is directly or indirectly linked with the network marketing. Sometime, a person receives a call from friends forgotten long ago and the long-ago forgotten friend tries to reawaken the relationships and tries

to add the recipient to their network. Students, professionals, bankers, teachers, house wives and as well as retired persons are engaged in the unique businesses which is termed as network marketing. In most of the cases, if someone doesn't have any idea about the network marketing, he will be confused but at the same time, he will be interested to join the business of network marketing. The persons who already engaged in the network marketing are too eager to sit with the new persons who don't have any idea about the network marketing and they explain the concept along with the working methodology of the network marketing so that the new persons can join the network without any inconvenience (Leng, 2015). Whether a person is engaged somewhere and doing his business or a student who is searching for his career, they all can join the businesses associated with network marketing and it works for all of them if they make reasonable efforts to engage others. There are so many reasons that allows the persons to engage with the network marketing and try to test their luck with network marketing (Girish & Dipa, 2015).

Network Marketing or Multi-Level Marketing is considered to be attractive and reliable for anyone and everyone because there is no restriction for joining the schemes introduced through network marketing. Anybody can join the schemes regardless of their age, experience or qualification. It is observed that people having no business background and with no investment join the schemes introduced through network marketing and they earn millions with businesses associated with network marketing. Those people who earn millions from the network marketing businesses have normally no financial support or business background. They just focus on the targets and do hard work which lead them to achieve the bigger milestones while spending their time with the businesses associated with network marketing (Fregidou-Malama & Hyder, 2021).

Someone can join network marketing businesses at any age and can start earning. This factor is considered to be helpful for the students who can also join these businesses and make money to support themselves and their studies. It is also considered to be significant from the pensioners' point of view because they always search for some activities that can pay back them and network marketing is the best tool that can help to survive them while offering them second career even after the retirement in their sunset years. Lot of people who are considered themselves handicapped and with disabilities too have found network marketing a tremendous opportunity to become self-sufficient. The MLM method of business provides a common man with a chance to dream and make it big as a milestone to become millionaire with no time. Earning in this business is limitless

and someone can earn depending upon his interest and hard work. If a person performs more, more earning can be achieved. In the real-life cases, there are so many people who made themselves millionaire that shows that all the goals are achievable (Shobeiri, et al., 2013).

According to Brown et al. (2019), the MLM helps the distributor in explaining the success of the business that anyone can start this business without having any investment and start earning almost immediately after entering into this business, it looks unbelievable stuff initially. But this is true that MLM business doesn't require any inventory, investment, space, office or showroom to be setup. The potential to earn through network marketing business is unlimited and massive (Brown, et al., 2019).

Network Marketing (MLM) is an attractive and reliable opportunity for anyone and everyone, as there is no restriction for joining the schemes introduced through network marketing. People with no business background and with no investment can join the schemes and earn millions with businesses associated with network marketing. People with no financial support or business background can focus on the targets and do hard work to achieve bigger milestones. Network marketing is a great tool for students, pensioners, and people with disabilities. It provides a chance to dream and become millionaires with no time. Earning in this business is limitless and depends on interest and hard work. Brown et al. (2019) explain that the potential to earn through network marketing business is unlimited and massive.

2.2.2.3 Low Risk Business

According to Dukes et al. (2003), the MLM benefits with no risk business and organisations are able to sell their product directly to the customers. On the positive, people normally feel reluctance before launching new product in their business because highly competitive market with fast changing behavior of the client can be challenging for the companies or individuals for launching their new product. Though it demands high research and market study for determining the need of the market. In most of the businesses in network marketing don't require to hold any inventory and if someone has inventory in the business associated with network marketing, the relevant company provides an opportunity to buy back the inventory if the person is unable to sell. Other than starter kit costing with a negligible amount, someone can easily build a successful business on imagination and hard work. There are ample opportunities for the people without any barriers to earn decent amounts through MLM networks from all over the world (Dukes, et al., 2003).

2.2.3 How Multi-Level Marketing Works

According to Laura (2023), the multi-level marketing has been spreading in all the countries at a global level like a wave. It is normally observed that companies have been engaging their sales team and associate for developing direct relationships with customers. Moreover, organisations have been using unique idea and fantastic opportunities for increasing earning without making any investment, which majorly includes the dominancy over the technology (Laura, 2023). Every individual who listens complete explanation about the network marketing schemes and income generation associated with these network marketing schemes is going to be confused and surprised if it all true (Ben Amor, 2019). The major question in most of the people's mind is about the realistic chances of earning that is explained in the explanatory literature. Here it is explained briefly about the concept of how network marketing works from a macro point of view.

First and foremost, someone will be approached by an existing distributor who is focusing on to recruit different salespersons for the same company in which he is offering his services. While signing up, it is considered to take entry into a contract with the principle company for whom a newly recruited salesperson will be selling the products. The distributor who introduces new person is known as the sponsor for the new salesperson. The newly recruited salesperson will experience widespread training session by the sponsor or the company representors on the product lines along with the selling methods and all the other processes that are linked with the selling recruiting and developing the distributor network (Panagopoulos, et al., 2017).

In network marketing, the organization can focus on any model like multi-level marketing can include a direct sales or a B2C (business-to-consumer) company in which the products have been sold to individual sales representatives who often act as their own small business owners. In turn, these representatives focus on selling a product or service directly to consumers, normally without a storefront. The independent distributors within the MLM structure act as sales reps, brand ambassadors or micro-influencers. This strategy helps in illustrating the structure of an MLM business, which reflects flat hierarchy, which means there are only a small number of levels between the top executives and newest members. However, other role within the MLM business model can be the CEO, distributor, sales representative and sponsor or recruiter. Most importantly, the MLMs are not paid hourly, but the structures commissions have been properly defined at all

the level for encouraging the staff. On the other side, it encourages the organisations to enhance their sales with fair margin (Lofthouse & Storr, 2021).

Dukes et al. (2003) and Laura (2023) both agree that MLM is a low risk business with no risk. It requires high research and market study to determine the need of the market. Multi-level marketing has been spreading globally, with companies engaging their sales team and associates for developing direct relationships with customers and using unique ideas and opportunities for increasing earning without making any investment. The major question in most people's minds is about the realistic chances of earning. Network marketing is a business model in which distributors recruit salespersons for the same company. The distributor who introduces the new salesperson is known as the sponsor, and the newly recruited salesperson will receive extensive training on the product lines and selling methods. The MLM business model has a flat hierarchy, with only a few levels between the top executives and newest members. Commissions are defined at all levels to encourage staff and encourage organisations to enhance their sales.

2.3 Technology Advancement in Marketing

Focusing on the previous two decades, it is observed that technology has impacted every part of humans. From household responsibilities to the business chastisement and decorum, there is a tool or app for it, which has benefited humans in raising work efficiency and reducing their efforts. In similar content, the marketing has a huge impact on lives of the people over the years and technology has significantly supported the marketing activities with severe impact. While using the technological developments, the businesses use the marketing tools to collect, analyze and interpret the data and they are able to collect the results efficiently while using the technology. In past, the marketing was traditionally used to offer the products to the consumers but the technological developments also changed the way that how the products and services are marketed to the consumers. There are so technological developments that made the marketing an effective tool to grab the customers quickly and smoothly (Chatterjee, et al., 2003).

Following are some major factors that contributed in marketing through technological developments;

2.3.1 Marketing a Product

2.3.1.1 Marketing Channels

Previously, the marketing tools were used to show the competitive advertisements but after the technological developments, the companies are not interested to follow the same advertisement practice that were two decades ago. Currently, the companies are focusing on to collection of data and then its analysis and interpretation so that companies' management can observe the points that are related to the customers' liking and disliking and then they offer the same products and services as per the expectations of the customers. After technological developments in marketing, there are hundreds of ways that are revealed due to this development in the technologies and its execution in the marketing department. Further, more ways are also observed to reach to the customers. However, due to the latest technological development and so many information about the customers, it is considered to be difficult to organize and analyze everything (Chatterjee, et al., 2003).

Marketing research is considered to be easier than ever. In the current era, both the businesses and the customers have the virtual access to the internet. Different tools like the customer relationship management systems are also considered to have a significant impact on businesses as they are becoming more popular (Smith, 2012). It is also observed that social media marketing as well as marketing through web pages are considered to have a significant role in marketing. There is a dire need to monitor, analyze and customize these marketing channels as almost all businesses are using the same channels to market their products and services in the long run (Norman, 2017). There are numerous marketing channels that become popular due to the technological development in the marketing sector and most businesses prefer these marketing channels to market their products and services (Saura, 2021). Following are some major marketing channels that are used by most companies at the global level such as banner ads, sponsored online content, blog posts, online reviews, and mobile ad formats.

2.3.1.2 Direct Marketing

Due to the powerful database technology, it is considered to be easy for all the companies to target the individual customers instead of focusing and targeting the group of customers. As the technological development is the best tool to collect the information, the surveys and polls are used to reach the target customers and to know their feedback and tastes about the products and services,

they are always requested to participate in the surveys and polls so that they can provide their feedback. One of the most exciting development in this field is considered to be a permission market. Permission marketing allows different businesses to collect the information from the customers and the main objective of this information collection is to perform the direct marketing. There are numerous tools that are available to personalize the direct mails, track them and then target their marketing information. The more accurate and reliable information collection, its organizing in databases and then its interpretation is considered to be a key to good customer relations (Shugan, et al., 2004).

Digital technologies in marketing are helpful for consumers to find relevant products from their homes. The customers don't need to move away anywhere. Direct marketing is considered to have an encouragement tool for consumers to do that. Most businesses often include attractive and charming offers to get the benefit of while taking a rest or enjoying coffee. This is supposed to be one of the most reliable and feasible marketing tools that can help businesses to grow up (Smith, 2011).

The most important details in this text are that companies are now focusing on data collection and analysis to observe customer preferences and offer products and services as per their expectations. Technology has revealed hundreds of ways to reach customers, but it is difficult to organize and analyze everything. Marketing research is easier than ever due to virtual access to the internet, customer relationship management systems, social media marketing, and web pages. There are numerous marketing channels that become popular due to technological development, such as banner ads, sponsored online content, blog posts, online reviews, and mobile ad formats. Direct Marketing is a powerful tool for companies to target individual customers. Surveys and polls are used to reach the target customers and know their feedback. Permission marketing allows businesses to collect information from customers and personalize direct mails. Digital technologies in marketing are helpful for consumers to find relevant products from their homes, and businesses often include attractive offers to encourage them. This is a reliable and feasible marketing tool that can help businesses grow.

2.3.1.4 Integrated Marketing Communications

Integrated Marketing Communications have allowed businesses to communicate messages with the companies receiving over all advertising platforms. If consumer receives consistent

information about the company's products and services on continual basis, it can help the company to establish its brand in consumer's mind. Integrated marketing has transformed enormously while observing the developments in the technology and marketing. Before understanding the impact of these changes on IMC strategies, there is a dire need to explains about the integrated marketing. Integrated marketing is considered to have an aim to create a smooth and reliable customer experience moving from the advertisement till the delivery of the products to the customers. Integrated marketing is considered to have a significant impact on the performance of the company's business if constant as well as consistent communications with the clients are ensured (Khan & Siddiqui, 2013).

The latest technological development related to the internet and communication has made business success easy. One of the most significant aspects of integrated marketing is related to data collection, analyzing and its interpretation. In order to create the best experience and consistent relations with each and every customer, there is a dire need to focus on the research studies that are related to the target market of the companies. The main feature of the integrated marketing is directly associated with the user experience and understanding of the consumer actions so that it can help the companies to grow their businesses effectively and efficiently. Most of the businesses that are associated with the integrated marketing do perform through online polls, automated emails as well as other useful developments (Lysak, 2020).

Integrated Marketing Communications (IMC) is a marketing strategy that aims to create a smooth and reliable customer experience. It involves data collection, analysis, and interpretation to ensure consistent communications with clients. It also involves online polls, automated emails, and other useful developments to help businesses grow their businesses effectively and efficiently. Integrated marketing has transformed over time due to technological developments.

2.3.2 Impact on Consumers

2.3.2.1 Access to Information

The consumers now have easy access to all the information about the products and services and even about the company and they can easily avail the required information even with a single click of button. Due to the easy access of the information, now consumers focus on to collect the relevant information sharply before making decision about buying any product or services from different companies. So, the marketing strategies now include the video ads as well as banners to create

awareness about the products and services about the company. These ads and banners normally redirect the consumers to the web pages where all the information about the relevant products is placed in detail. Nowadays, companies also focus on hiring different people who work to promote and review products and services of the companies online and create a positive image in the mind of readers (Garrett, et al., 2017).

The internet has also made it possible for all the customers to compare the prices of a product belonging to different companies. Due to this factor, there is an aggressive competition is observed regarding the costs. Further, it is also considered to be beneficial from the customers' point of view because in most cases, different companies offer special discounts and promotions to the customers at face value and the customers can avail of this special offer on different products and services (Chaffey & Ellis-Chadwick, 2016).

Consumers now have easy access to information about products and services, leading to a focus on collecting relevant information before making a decision. Companies now hire people to promote and review products and services online, creating a positive image in the minds of readers. The internet has also made it possible for customers to compare prices, leading to aggressive competition and special discounts and promotions.

2.3.2.2 Ad Blindness

Consumers face a barrage of information and advertisements whenever they open their eyes. Whenever a customer opens an internet and see any web page, a unique advertising strategy will appear. For example, while moving to office, a person will see billboards on the side of the roads as well as he will hear about the ads on the radio during the driving. While using the cellphones, customers' phones are their faces along with full and colorful advertisements. In most of the cases, it is also observed that customers ignore most of the marketing consciously or subconsciously and even don't want to see the ads placed on different places and billboards. While keeping in mind different type of customers, the companies should focus on to develop an eye-catching and tasteful material that can be used in the marketing and advertisements and try to bring such kind of material that is not available in the market or no one has been done in advertisements before. As an individual, it is considered to be a difficult task but companies have to do it for the survival and to compete in the market. Most of the businesses develop innovative ideas and technologies that are suitable to catch the customers' attention. Technological development in the marketing has already

taken the entire world by storm and forced all the industries to change themselves according to the development in the technological sector. Marketing is somehow easier than ever but at the same time, it is considered to be one of the most difficult tasks. There are unlimited developments in the technology sector that are being made every day and customers are normally excited to see technological development on regular basis (Lysak, 2020).

2.3.3 Impact of Technological advancement on Marketing

The technology has malformed marketing entirely through multiple operations that are considered to be more modified and immersive for the customers and generating networks that are supposed to be more integrated and target oriented for marketers. One of the most significant points from the transformation point is that it is not only the interface between the companies and customers that is being transformed but new technology in marketing has totally infused the set-up and different systems on which companies are constructed, bringing value to procurement as well as contributing to the bottom line. As per analysis in 2013, there were 47% of US marketers who were focusing on the creativity for the purpose to drive the marketing strategy. During 2018, this number was moved to 29%. This analysis shows that in the current era, most of the marketers prefer technology over the creativity and they mostly rely on the technological development. With the passage of time, the dependency on the technological development is improving and marketers are relying on the technology (Hannay, 2019).

Consumers face a barrage of information and advertisements whenever they open their eyes. Companies should focus on developing eye-catching and tasteful material that is not available in the market or no one has been done in advertisements before. Companies must develop innovative ideas and technologies to catch customers' attention. Technology has revolutionized marketing, making it easier and more difficult. It has changed the interface between companies and customers, as well as the set-up and systems on which companies are constructed, bringing value to procurement and contributing to the bottom line. In 2013, 47% of US marketers were focusing on creativity, but in 2018, 29% were relying on technology. This shows that marketers are increasingly relying on technology to drive their marketing strategy.

2.3.4 Effective Customer Engagement

In order to better clench that why this is happening and why people are focusing on the technology instead of relying on the creativity, there is a dire need to look at where people are collecting

information, their desired modes of entertainment as well as their shopping preferences. Near to five billion people who are currently connected with the internet means that around 65% of the global population is connected with each other on the internet (Data Portal, 2023). There are more than seven billion people who have mobile devices. Further, more that 50% from these mobile devices, they have smartphones connections. There is billion dollars amounts that are expected to be spent on the mobile ads in coming years. It is also expected that billions of people will be spent online and will prefer online shopping in coming years (Petroc, 2023). It is observed that one-third of online people spent their time on internet while watching videos. Further, more than half billion people spend their time on Facebook while watching online videos.

2.3.4.1 How marketing can be linked with technology for effective Customer Engagement

There is a dire need to see from the marketers' point of view that what they exactly want from the brands and different companies and why these brands and companies are preferring the new technologies like blockchain and chatbots. From this perspective, technology is considered to be a transmitter only whose main objective is to ensure the better communication between customers and brands. In a study by Monetate and WBR Research, it is highlighted that 93% of the businesses reported with an increase in their revenue in 2018 and their main focus was observed on the advanced personalization (Hannay, 2019). While comparing the digital marketing with the experimental initiatives, it is observed that experimental initiatives that create emotional bonds between customers and brands can have 10-times return on the investment while ensuring the measurable loyalty. To understand the real picture of technology that how it can affect the performance of a product or services, marketers need to have the assistance of their company's technology, information as well as legal departments (Letheren & al., 2019). The main challenge for the marketers is not that what they do with the collected information but they need to know that how they can effectively use the collected information for the purpose to get the maximum benefit from the available information. There is different sophisticated technology that are normally used by the companies but without having marketing intelligence, company cannot use or cannot benefit from the available technology. So, it is obvious that marketing and technology both are interrelated and to get success in the long run, marketers need to have completely understand in both the fields (Weiger & Welf, 2019).

It is observed that the cost of investment in new technology is considered to be one of the genuine concerns for the marketers as their budgets grow. Although, with the passage of time total cost of implementing the latest technology is going to be decreases as economies of scale and competition exist in the market and different platforms providers increase in the market. The technology category is dependent on the type of company and its budget is also aligned with the type of the company and the level of implementation of technology in the company. In some cases, technology requires minimal integration with the inheritance systems whereas others demand widespread integration. However, the investment during the technological development in the company can be justified depending upon the revenue that would be earned after the successful implementation of the technology in the company's system (Sarmento & Maria, 2019). The more digital interaction will produce more information that will allow the retailers to align their promotions, products and prices for each and every customer dynamically in real-time (Hannay, 2019).

The most important details in this text are that 65% of the global population is connected to the internet, more than seven billion people have mobile devices, and billions of people will be spending on mobile ads in the coming years. Technology is seen as a transmitter only whose main objective is to ensure better communication between customers and brands. 93% of businesses reported an increase in their revenue in 2018 and their main focus was on advanced personalization. To understand the real picture of technology, marketers need to have the assistance of their company's technology, information, and legal departments. The main challenge for marketers is how to effectively use collected information to get the maximum benefit from it. To get success in the long run, marketers need to understand both marketing and technology. The cost of investing in new technology is a concern, but with the passage of time the cost will decrease. Digital interaction will allow retailers to align promotions, products and prices for each customer dynamically in real-time.

2.3.4 How Technology will revolutionize Marketing in future

Almost two decades ago, people were forcefully obligated to watch the advertisements while watching any TV show and that time there was no option to skip the ads and all the people were seemed to be more patient. In order to fulfil the demands of the customers in today's era, technology has considerably changed the form of everything. Today, everyone has TV in his palms of hands and people can move anywhere and they can experience anything while staying at home.

In the same way, the technology is also transforming marketing which is considered to be the major success for most of the businesses (Hollebeek & Macky, 2019). At the initial stage of the digital marketing, most of the companies at the global level ignored the significance of this digital marketing and they preferred to focus on the traditional marketing as they were more convenient while performing the traditional marketing activities to advertise their business products. But, with the passage of time, everyone realized that online presence as well as reputation is considered to be the crucial point for the success of the businesses in the long run (Carlson & al., 2019). Currently, digital marketing still has its place but technological development and digital marketing has altered everything and now maximum portion of the marketing is dependent on the digital marketing and technological development. In the current era, every business has its own website, application, e-commerce as well as online stores and customers have complete access on all these sources to avail the products and services of all the companies who are offering diversified products to the customers at the global level. This would have not been possible without technological development in the digital marketing (Connell & al., 2019).

However, most of the fellow marketers are inquisitive and apprehensive about the imminent tendencies as they are observing in marketing and the fast-paced progression of technology. The main focus of most of the marketers is to know about the artificial intelligence and its impact in the marketing in coming future. They are also concerned about the latest development about the technology because every technological development comes up with the new change in the marketing mechanism or in the marketing tools and techniques that attract the customers in a unique way. There is a dire need to understand the significance of the technological evolution that are expected to transfigure the marketing in the coming years. Following is the detail of some of the factors and attributes that would affect the digital marketing and its impact on the high customers satisfaction (Georgiadis, 2022).

Technology has revolutionized marketing, allowing people to experience anything while staying at home. At first, companies focused on traditional marketing, but with time, they realized that online presence and reputation are the key to success in the long run (Carlson & al., 2019). Digital marketing has become a major part of marketing, with businesses having their own websites, applications, e-commerce, and online stores. However, marketers are inquisitive and apprehensive about the imminent tendencies in marketing and the fast-paced progression of technology. To

understand the significance of the technological evolution that are expected to transfigure the marketing in the coming years, it is important to understand the factors and attributes that would affect digital marketing and its impact on customer satisfaction.

2.3.4.1 Impact of Artificial Intelligence on Customer Engagement

Artificial intelligence plays a vital role in the digital marketing while contributing by supporting the businesses through collecting information and relevant data and deliver ads and suggestions to the customers as per their interests (Rodriguez, 2021). Most of the customers are more concerned about their privacy related to the artificial intelligence and data collection while using the internet but artificial intelligence is just supporting many businesses market more professionally and efficiently by providing the customers with the pertinent gratified that bring into line with their interests (Schrotenboer, 2019). It is considered to be significant for the companies to dominate the customers' personalities and have a strong grip on their target audience so that they can provide the relevant material to the customers as per their expectations. In the current era, artificial intelligence is growing and developing tremendously (Prentice, et al., 2020). At the global level, the worth of artificial intelligence was $51 billion in 2020 which is now expected to reach $641 billion by 2028. From creating content, for powering the chatbots that respond to the queries raised by the customers, to make identification of the consumer behavior, the artificial intelligence is developing to systematize all the related processes so that easiness can be created at all the level including both companies and customers (Georgiadis, 2022).

2.3.4.2 Impact of Metaverse on Customer Engagement

When Facebook became Meta in October 2021, the next step of the company was to transform itself into metaverse. Metaverse is a connected virtual world for social connection and interaction through internet connectivity and increased and virtual reality headsets. Like so many other technological developments, initially metaverse is also not considered to be a significant factor in the digital marketing but it is forecasted that in future, it will also create a huge impact in the marketing sector (Clatworthy, 2011). Currently, the metaverse is at the initial stage and all know that this technology is coming soon. No one knows how big it will be in coming future but not preparing for the metaverse can be a big mistake for the companies. It can play a vigorous role in the digital marketing in coming years (Shen, et al., 2021). There are so many big brands at the global level like Nike and Adidas have already started focusing on exploring the concept of the

metaverse. Both these companies have also started their work on the virtual shoes (Georgiadis, 2022).

Artificial intelligence plays a vital role in digital marketing by collecting information and data to deliver ads and suggestions to customers. It is expected to reach $641 billion by 2028, and is developing to systematize all related processes to create easiness for both companies and customers. Companies must dominate their customers' personalities and have a strong grip on their target audience. Metaverse is a connected virtual world for social connection and interaction through internet connectivity and virtual reality headsets. It is forecasted to have a huge impact on digital marketing in the future. Big brands like Nike and Adidas have already started exploring the concept of the metaverse.

2.3.4.3Impact of VR and AR on Customer Engagement

Virtual reality is considered to be a reproduction of objects in a 3D collaborating atmosphere to provide the users with an immersive understanding. On the other side, augmented reality is considered to be an enhanced real-world object using graphics, sound or other corporeal stimuli. AR technology has already emerged and has taken significance place in the market with so many furniture stores who have developed mobile apps that use the technology to allow the customers to decorate and place the furniture into a room while using the mobile camera and observe whether it is placed in a suitable place or not. Certainly, it is considered to be a great expediency for both including customers and businesses (Lavrentieva, et al., 2020). Other type of brands is also trying to execute the same technology. For example, Gucci's app enables the users to try on shoes virtually. While not quite mainstream yet due to the cost as well as poor user experience, virtual reality has the potential to be an effective way of marketing in coming future as it provides the customers with the experiences whether they exist in real or not (McLean & Wilson, 2019). While using the concept of the virtual reality, companies can enable the customers to have experience about the products and services without even purchasing them (Scholz & Smith, 2016). Virtual reality can be used to allow the customers to visit the stores or showrooms for the purpose to get the immersive experience which is a great sign of virtual reality (Bansal & Chaudhary, 2016).

2.3.4.4 Impact of Web 3.0 on Customer Engagement

While Web 2.0 is currently used version of the internet as it is in practice but Web 3.0 has a potential to transform all the businesses after its execution. There are so many technologies that

are currently linked with Web 3.0 right now including cryptocurrency, the blockchain, non-fungible tokens and decentralized autonomous organizations. It is observed that decentralization is one of the major magic of Web 3.0 that will allow the businesses and customers to store and have access the relevant information from all over the world at the same time which is not possible in Web 2.0 version (Polat & Akgün, 2015). Another main feature of Web 3.0 is that it could revolutionize the marketing as well because it will be more authentic as compared to social media and SEO marketing. This technology can enhance the user experience more than ever and support the marketers to produce even more immersive content. With Web 3.0 in practical use, its main focus will be on artificial intelligence and natural language processing and computers will be in a position to understand the queries of human beings in a better search result. While making combination of metaverse with Web 3.0, it will allow the marketers to produce heavy fascinating and immersive content for the purpose to advertisement and communication (Tasner, 2010).

Technology is certainly transforming the world for the betterment and those companies who are adopting the technological development and transform their operations and procedures who will be successful in the long run but those who are not interested or using the delaying tactics for adopting the technological developments may suffer in the long run (Hendler, 2009). One of the most prominent benefits of Web 3.0 version is that it will allow the marketers and businesses to decentralize their operations and processes and it will help them to break storage tower, perform the speedy and risk-free transactions as well as ensure the improvement in the customer relationships in the long run (Erragcha & Romdhane, 2014). There is a big truth about the technology that it will never going to stop developing and it will continuously be transforming marketing and advertisements in future (Morris, 2011). The main key to success for most of the businesses is to get ready for the adoption of the revolution in the technological development and always ready to acknowledge and adopt the technological development into the processes and systems of the companies (Georgiadis, 2022).

Virtual reality and augmented reality have both had an impact on customer engagement. AR technology has been used by furniture stores to allow customers to decorate and place furniture, while virtual reality has the potential to be an effective way of marketing. Web 3.0 has also had an impact on customer engagement, as it allows customers to experience products and services without even purchasing them. Web 3.0 has the potential to transform businesses by allowing them

to store and access relevant information from all over the world at the same time. It can also revolutionize marketing by enhancing the user experience and producing immersive content. Technology is transforming the world for the betterment and those companies who are adopting it will be successful in the long run. The main key to success is to get ready for the adoption of the revolution in the technological development and always ready to acknowledge and adopt the technological development.

2.3.5 Technological Trends that can influence Marketing Strategies

Technology development plays a vital role nowadays while implementing the marketing strategies by different companies at the global level. In the current era, digital marketing is considered to be core to many business strategies and the technology that is used in this process is sprouting on the continual basis. It is also observed that some existing trends will remain in the market including educational content, live chat, chatbots and voice search. While focusing on the marketing principles, it is cleared that these principles remain same every year but business tools that are used to achieve the marketing success vary with the passage of time (Shen, et al., 2021). There was a time when newspaper advertising was considered to be one of the commonplaces for the advertising of the products and services. Now, digital marketing and artificial intelligence play a vigorous role in the marketing campaigns of the businesses. For the marketers, there is a dire need to focus on the trends that are followed by the customers on regular basis and they need to follow the same trends to advertise their products and services to get success in the markets (Kaplan & Haenlein, 2009). Those businesses who are well aware about the new trends and ahead from the others marketers to follow the trends are considered to have new heights of marketing success as compared to their competitors. Here is the detail of some major trends that are normally used by different businesses to advertise their products and services in the market (Wu, et al., 2020).

In the content marketing, the trend is observed to have a long form and educational content that aims to help the users instead of focusing only on to sell the products. Normally, that content will perform in the context of the users that can answer the questions of the people and guide them for taking the right decision according to the circumstances. To share the topics and agendas according to the interests of the customers is considered to be one of the great ways to create brand awareness and customer loyalty. This is the best way to build a trust level with the customers while showing the care about more than just a sale (Tsai, et al., 2017). Whether, the content is delivered to the

customers in the form of video, social media post, email blast or blog but the most important point while sharing the content is that there is a dire need to create a balance between the products and actionable advice so that customers can take it positively (Kotler, 2011).

Although long-form education content is considered to remain powerful for podcasting as well as for blogging but the short-form video content is increasing its popularity (Forsythe S & Shi, 2003). Currently, TikTok and Instagram reels are considered to be one of the most popular social media apps for short-form video content (Xu, et al., 2019). Similarly, IoT technology has been used for improving the marketing techniques and attracting the customers towards the brand (Nadim & Madi, 2020). Most of the brands are now focusing on using this trend of short form video content to deliver their messages to the customers because users on these apps are increasingly agreed to short snippets of entertaining or informative video content (Akhyadov, et al., 2020). Companies have option to speak to their audience effectively while preparing their short-form video content among a sea of another video content. From the user's perspective, attention can be pulled in so many directions at the same time and attention spans shorten, clever short-form video content can have a company's message across in a matter of seconds (Koh, et al., 2007).

On the same page, chatbots along with the complicated conversational artificial intelligence will continue to find their way into the market and become accessible from the small businesses' point of view (Xiao, et al., 2020). These tools are considered to be helpful from the customers' point of view as they ask the basic questions 24/7 and business representatives can answer the queries of the customers while focusing even on multiple tasks. The appearance of "ChatGPT", for example, explains that the era of Al-driven marketing is already here (Ho, et al., 2018). It is expected that the small businesses can take maximum benefit while accessing the tools related to the chatbots and artificial intelligence and the businesses can be managed while receiving the customers' feedback positively (Westerman, et al., 2019). While using this technology as a marketing tool, the businesses can remain in touch with the customers and they provide the option to the customers to resolve their queries while interacting with the representatives of the businesses on the chatbots (Conlin, 2023).

With the mobile devices and voice services through Microsoft Cortana and Google Assistant, its popularity is increasing tremendously. Voice search is considered to be one of the most prominent areas where a small business can stand out among the competitors (Shen, 2014). If a business has

an online access by the customers, there are more chances that customers would love to search the business or content marketing related to the business through voice search. A simple technique to remain successful and competent among the customers, the business management requires to answers the questions related to the products and services offered by the business so that customers who approach the products and services through online content can receive the satisfaction response form the representatives of the business. Further, one of the most prominent points for the successful businesses depend upon the answers of the queries related to the businesses and their products, which can easily be managed through the voice search technology (Kane, 2019).

Marketing is ultimately about the people and how the business connects with the people. Same like the customers, marketing is considered to be ever-changing. While developing and launching the marketing campaigns especially digital marketing campaigns, there is a dire need to understand the technological trends as well as human behavior that are most protuberant at the same time (Gollnhofer & Schüller, 2018). While formulating the marketing campaign that can influence the modern tools and explains to the current zeitgeist, it is pretty much sure that the business will achieve the adhesion with the target customers (Conlin, 2023).

Technology development plays a vital role in marketing strategies, with digital marketing being core to many business strategies. Existing trends such as educational content, live chat, chatbots and voice search remain in the market. Businesses need to focus on the trends that are followed by customers on a regular basis to get success in the markets. Content marketing is seen to have long form and educational content that aims to help users instead of selling products. Sharing topics and agendas according to the interests of customers is considered to be one of the great ways to create brand awareness and customer loyalty. The most important details in this text are that short-form video content is increasing its popularity, and that IoT technology has been used to improve marketing techniques. Companies are now focusing on using this trend of short-form video content to deliver their messages to the customers, as users on these apps are increasingly agreed to short snippets of entertaining or informative video content. Chatbots and artificial intelligence are also becoming more accessible from the customer's point of view, and the appearance of "ChatGPT" suggests that the era of Al-driven marketing is already here. Small businesses can benefit from using chatbots and artificial intelligence as a marketing tool. Voice search is becoming increasingly popular, and businesses must answer questions related to the products and services

offered by the business in order to remain successful and competent among customers. Marketing is about people and how the business connects with them, and it is important to understand the technological trends and human behavior that are most protuberant at the same time. Creating a marketing campaign that can influence modern tools and explain to the current zeitgeist is key to achieving adhesion with target customers.

2.4 Impact of Technology on Network Marketing

Technology and its phase do have the largest connection to strengthen the semantics of direct selling business. In the context of technological development, a new world will appear from the marketing of the multiple businesses at the global level. In the perspective of technology development in the business sector, it is clearly highlighted that technology is not supposed to be a constant visitor in the direct selling business (Tariq, et al., 2020). Before moving forward, there is a dire need to understand the concept of network marketing and significance of the technological advancement from the network marketing business's point of view. Direct selling business is supposed to be one of the best business models which is developed for the purpose to adopt the marketing platform where businesses have the potential to build on and flourish through (Schweitzer, 2019). Reaching to the customers directly while adopting a specific marketing plan and showcases the product to the general public in the target market, referring more people to promote the businesses with the concept of having the commission and bonuses, focusing on to build a strong network etc. can be measured as one of the best ways to define the concept of the business model. So, this business is known by multiple names like Multi-Level Marketing, direct selling marketing, network marketing, referral marketing, affiliate marketing etc. The most prominent factor of this business model is related to the positive attitude of the business representatives towards the direct selling among the innumerable other engagement work opportunities in which different persons can be attached with the same business at the same time (Taylor, 2000).

2.4.1 New Era - How the present MLM industry looks like?

In the current circumstances, network marketing industry altered its manual side and promoted to the technical side while focusing on the direct sales organization tools. It is also observed that this transformation is not happened as per expectations. First of all, there is a dire need to understand that what is exactly happening in the current circumstances and what type of practices are being

used in network marketing (Santos, et al., 2017). Due to the engagement of maximum distributors in the network, it became too much difficult to manage all the sectors of business and this difficulty is reflected in different factors from which some factors include the handling the distributors, making calculation which are more complicated for compensations as per criteria utilized in the multi-level marketing. Similarly, updating the pedigree tree-like structure in network marketing which normally leads to certain modifications. In addition, ensuring wide usage of the papers which lead to create a confusion and analysing the ratio for improving the mislaid elements according to the feedback received from the customers is considered to be difficult. On the other side, making payment process more efficient through banking. Most importantly, managing the potential leads in the network marketing is tough. Focusing on the product management, which is most vital multi-level marketing tool that helps in managing complexed task (Nat, et al., 2003).

The network marketing also benefits with timely completion of the sale targets and business owners are able to perform difficult calculations every time as well as they also have to prepare and maintain the records along with the revenue reports which is a tedious task for a businessman. Also, the sponsor, ranks, uplines, downlines, senior, junior, who is performing and who is not, who is contributing and who is not trying to make impact on the business sales etc., dealing such type of activity is not possible every time (Lee & Omkar, 2019).

Similarly, there is a list of drawbacks in the network marketing that are required to be rectified and this is also a challenging point for a business in network marketing. The opportunities to improve the businesses in network marketing began to knock in during the late 1990s when businesses initiated to use the basic office suite packages to advances direct selling software side as this development took a long run. There is no clear or proper evidence about the initiation of multi-level marketing as it requires to understand this development through different business owners from time-to-time (Lee & Omkar, 2019).

Technology has had a major impact on the direct selling business, which is one of the best business models to adopt the marketing platform. It is known by multiple names such as Multi-Level Marketing, direct selling marketing, network marketing, referral marketing, and affiliate marketing. The most prominent factor of this business model is related to the positive attitude of the business representatives towards the direct selling. 2.4.1 The present MLM industry looks like a new era. The network marketing industry has changed its manual side and promoted to the technical side,

but this transformation has not happened as expected. It is difficult to manage all the sectors of business due to the engagement of maximum distributors, making calculations, updating the pedigree tree-like structure, ensuring wide usage of papers, making payment process more efficient through banking, and managing potential leads. Additionally, there are drawbacks in the network marketing that need to be rectified. Opportunities to improve businesses in network marketing began to knock in during the late 1990s when businesses initiated to use the basic office suite packages to advances direct selling software. There is no clear or proper evidence about the initiation of multi-level marketing as it requires to understand this development through different business owners.

2.4.2 Domination to scale up Customer Satisfaction through Technology

Scaling up in the network marketing business is not considered to be a simple and to gain the proper understanding about the advanced side of the technology, someone requires to have the complete history from beginning to the end. The technological development in multi-level marketing initiated after the appearance of the internet and with the passage of time, things enhanced. The facts and figures related to the multi-level marketing explains this change effectively (Bacon, 2009).

The researchers excavated deep into the history of one of the most prominent and successful direct selling companies and observed that they had a great marketing plan. Avon, the cosmetic company began after a terrible book selling loss and David H. McConnel had a plan to make good book sales. He offered a perfume for purchasing a book and due to this strategy, the sales were unbelievable and due to this factor, perfume got more popularity. While keeping in mind about the popularity of the perfume, he switched his business from book selling to perfume selling company and named its company as “Avon”. With the passage of time, technological developments have been observed and customers started to the Avon products in the commercials and on the television advertisements which was a great way of marketing. Hence, it can also be said that the start of marketing was not associated with the technological development only it was already in practices even before the technological developments (Bacon, 2009).

The World Wide Web (WWW) was invented in 1989, however it got popularity during the period of 1994 to 1996 which can be observed from the numbers of users that rose from 16 million to 70 million. After that email marketing initiated, who replaced the posters or faxes, and at that time it

was considered to be one of the best tools for marketing different products and services related to different businesses. It was also considered to be one of the best ways to deliver the message to the people from nearest to any part of the world and it was a great achievement from the business's perspective who were operating at the global level. The businesses used this email marketing and they advertised new products and business promotions with the customers available at the global level. During the early 1990s days, having an identity was considered to be ideal way to keep the business open to the world of customers and having a website meant to build brand during that period of time (Dyer, 2001).

The technological development in multi-level marketing began after the internet, and with the passage of time, things enhanced. Avon, a successful direct selling company, had a great marketing plan, offering a perfume for purchasing a book. With the passage of time, technological developments were observed and customers started to use Avon products in commercials and television advertisements. Marketing was already in practice before the technological development, with the WWW being invented in 1989 and becoming popular in 1994-1996. Email marketing was used to market products and services, and businesses used it to advertise new products and promotions. In the early 1990s, having an identity was seen as an ideal way to keep the business open to customers and build a brand.

2.4.3 Brand visibility factor

Website for the business reflects its identity that explains about the business types and all the details about the products and services offered by a business are normally mentioned on the website. The business MLM website design plays a critical role in the success of the business and contribute to build the customers' trust and brand identity. Customers normally visit the website and see all the details about the products and services offered by the company and from the available information, they learn about the offers, product list etc. Only focus on the website and direct traffic on it is not practically possible and a new field of digital visibility is opened for the customers which is termed as the search engine optimization (SEO). SEO is defined as a service which is normally offered by the business after launching of websites and as per the records, the real process was initiated in 1997. This method is normally used in the direct selling business using multiple keywords. SEO allows a website to appear in a search engine based of different keywords (Joshi, 2014).

According to Joshi (2014), to understand this concept, a simple example is explained here. For example, if a customer wants to join a direct selling company, he simply needs to search on the Google like “best direct selling company to join for beginners”, “famous MLM companies with high compensations”, etc. the words highlighted in the quoted lines are keywords and after mentioned the keywords, the specific display of the Google will be appeared. In the current era, the digital marketing is considered to be one of the best tools to attain the customers in the direct selling business. It can be used for attracting the customers based on the loyalty programs and reward systems (Joshi, 2014).

2.4.4 Social media influence over business

Other than search engine optimization, the next auspicious side is considered to be the social media influence. There are so many business interviews along with unlimited case studies that highlight the influence of social media and it requires to involve with a regular set of customers. Digitizing factors allows the business to grow business wider and deeper, brand awareness is considered to be one of the most prominent keys to each and every effective business expedition. There are more than half portion of human beings on the globe have direct or indirect access of the internet connection and surprisingly more than 75% of these human beings are active on the social media platforms. Due to their activeness of the social media platforms, there is a endless scope of the digital marketing (Ben Amor, 2019).

While offering and implementing the multiple strategies on the social media, the platform lets direct selling company’s vitrine their products along with their marketing plans in front of these social media users. While interacting with the old friends, making new friends and the final most thing someone asks for; “Are you on Facebook?", "I’ll WhatsApp or Snapchat you for more details" and "Get me your profile ID and I’ll follow or tweet you". The similar types of questions and comments are asked by everyone and at everywhere after meeting with the new or old friends. The future of the business can be easily predicted and forecasted that people will be entirely engaged with the digital world which would lead the direct selling business tremendously (Ben Amor, 2019).

The MLM website design plays a critical role in the success of the business and contributes to build customers' trust and brand identity. SEO is a service offered by businesses after launching websites and is used to appear in search engines based on different keywords. Digital marketing

is considered one of the best tools to attain customers in the direct selling business, and can be used for attracting customers based on loyalty programs and reward systems. Social media influence is a major factor in business, as it allows businesses to grow their business wider and deeper. 75% of people have access to the internet and are active on social media platforms. This allows direct selling companies to showcase their products and marketing plans in front of these users. People are increasingly engaged with the digital world, leading to increased demand for direct selling businesses.

2.4.5 Direct selling software - Everything at one space!

Technology has developed such type of software that can be used to enjoy everything at one place. This software is normally highlighted as a direct selling software. Technology has made it possible for the customers to enjoy each and everything at one place. While implementing the direct selling software in the business, it is considered to be easy to manage, control and organize the business effortlessly. There are multiple variants of the direct selling software starting from the basic version to the advanced packages depending upon the business condition. It comprises on the inordinate value and regulates the business through a continual stream of success and business growth (Keep & Nat, 2014).

In the network marketing, there is a huge significance of customer's volume. In the direct selling business, the most significant part is to create popularity by means of high reference factor. Normally, people join the direct selling business while paying a nominal entry fee and after putting efforts to grow in this business, they become the distributors. These distributors refer more people in the same business and they start to earn commissions and bonuses. This is the way that how a distributor becomes sponsor and tree goes on. After achieving the specific targets, the rank in this business move up depending upon the performance of the persons involved in this direct selling business. For the higher levels in this direct selling business, the compensations also vary and the ratio of commissions or bonuses depends upon the business level achieved while referring others or engaging them in the same business. There is a dire need to see the scope of using the direct selling software for the business and then check the technical side of the best service provider in the network marketing industry (Keep & Nat, 2014).

Someone can easily manage the direct selling business without having any type of difficulties. Managing the calculations in the direct selling business while focusing on all the criterion

highlighted by the company is considered to be easy while using the direct selling software. Social media promotions and referrals can also be managed through direct selling software. Member management as well as risk calculations are so easy through this software. Revenue, income and other financial status of the business can also be monitored and managed effectively while using the direct selling software. The top and bottom performers can be highlighted while using the software. On the basis of new requirements and instant changes, the compensation plans can also be altered depending upon the software. Activities of all the distributors can also be tracked and managed effectively though this package. The distributors cannot perform any fraudulent activity or manipulations as software can easily highlight such type of mishandlings. These shared points are basic features available in the package and to initiate the direct selling business, initially basic version is considered to be enough for starting a new business. So, it's clear that for a medium level business in the network marketing, the business owners need to have an advanced version of the software that comprises on the advanced features and can respond with the solutions against all the queries. There are numerous software providers available in the market and the business owners can easily select the software version depending upon the business requirements. To display the latest features, the direct selling software provider like "Epixel MLM Software" can be used as it has all the required features that are normally required to run a direct selling business in a successful way (Keep & Nat, 2014).

Direct selling software is a type of software that allows customers to enjoy everything at one place. It is easy to manage, control and organize the business, with multiple variants depending on the business condition. The most important part of the direct selling business is to create popularity by means of high reference factor. After achieving specific targets, the rank in the business moves up depending on the performance of the persons involved in the business. Compensations vary depending on the business level achieved while referring others or engaging them in the same business. Direct selling software is a powerful tool for managing a direct selling business. It can be used to manage calculations, social media promotions, member management, risk calculations, revenue, income, and other financial status. The top and bottom performers can be highlighted, compensation plans can be altered, and activities of all distributors can be tracked and managed effectively. There are numerous software providers available in the market and the business owners can select the software version depending on their requirements. Epixel MLM Software is

an example of a direct selling software provider that has all the required features to run a successful business.

2.4.6 Technical side - features advanced & beyond!

While focusing on the technical side of the direct selling software, there is a dire need to focus on the multiple features that must be available in the selected version of the software. There are some major features that can be prioritized while selecting the software for a direct selling business. From the customization point of view, the complete system is considered to be supportive that can be customized depending upon the requirements of the business. The software must be cloud supportive where storage, back-up, private, public and other related services must be part of the system. It must be a dedicated compensation engine where compensation calculations can be managed effectively and efficiently while focusing on the ranks of distributors who are involved in this direct selling business. While focusing on the special conditions, periodic rank calculation must be performed in the system as per the requirements. It must be dedicated payout engine where users are being paid as per their time period without having any error or delay. The system must have the facility of masquerading i.e. switching feature from one function to another. For example, if an admin has requirement to change its function with any user without changing password and then after completion his task, require to move back as admin, the masquerading option will be used for this purpose. In the digital world, the system must have the option to utilize and accept the digital currency or cryptocurrency so that users can make sure their payments even through digital currency.

The software must have an option of multilingual support so that users from different backgrounds can also performed their activities and they can also use the system while selecting their native languages. There must be a specific compensation plan simulator. A dedicated compensation calculator plays a vital role to calculate the compensations, commissions and bonuses based on the set criteria. While focusing on different currencies used by different nations, there must be an option of multi-wallet system in which system can store separate currencies in a set of wallets and can make sure the transactions as per the requirements of the users. Business intelligence is considered to be one of the main parts of this technological system in which a detailed analysis about the direct selling business will be available as per daily, weekly, monthly or periodic basis. Support talk is one of the significant user admin queries where admin or support team bargains a

solution depending upon this support system. It is always considered to be necessary for the people to get trained while performing their routine activities at the work place. If people are properly trained, they can easily adopt the direct selling business using the available package (Koroth & Sarada, 2012).

The most important details when selecting a direct selling software are the features that must be available, such as cloud support, a dedicated compensation engine, periodic rank calculation, a dedicated payout engine, and the ability to masquerade. These features are essential for a successful direct selling business. The most important details in this text are that the system must have the option to accept digital currency, multilingual support, compensation plan simulator, multi-wallet system, business intelligence, support talk, and training. These features will enable users to make payments through digital currency, store currencies in a set of wallets, calculate compensations, commissions and bonuses, and easily adopt the direct selling business.

2.4.7 Future & what to expect in the next few years?

The current opportunities pay forward for the future and there are numerous technologies that are considered to be transformed into the direct selling industry in coming years. Even though there are some prominent signs are forecasting the boost of technology, innovation by means of multiple exercises and the case studies, latest versions are grabbing the attention (Miekina, 2012). According to Miiekina (2012), the blockchain technology industrialized back in 2009 by Satoshi Nanmoto has been considered to be a great innovation since its inauguration. The blockchain technology was initially considered to be a concept or an application with a tag of “yet to implement” in the direct selling industry. In the current time period, the blockchain is not recognized as an established technology. After conducting research studies and after analyzing, there are some big guns like AWS and we.trade who are using the blockchain with an assessment of protracted usability. When a start-up begain to grow up to reach on the status of medium or enterprise, the number of users in blockchain technology was also begin to rise. Managing and controlling the users with a huge number was a tough job but the blockchain technology has improved itself with the passage of time and now dealing with millions of users effectively (Miekina, 2012).

It is considered to be a translucent network. It’s a stable technology as compared to so many others. Imposters cannot drudge into the system. The transaction process is highly secured. There is no

need to integrate with any third party to initiate working on this technology. Smart contacts can be utilized if requires anywhere. A private or permissioned blockchain can be developed with any business to keep the confidentiality as per requirement. If a business doesn't want to publicize its compensation plan, the system will allow to create a specific status of "untouchable". This technology is quick and unchallengeable. Continual status of the nodes associated with the transactions etc. With these compatible features and applicability, enterprise blockchain is considered to be easy for most of the people and it helps to make business too much easy and premium (Miekina, 2012).

Denney and Tewksbury (2013) described the significance of multi-vendor E-commerce system and explained that it is trending and scorching since its website appearance in front of customers. While following this system, someone is not required to move anywhere for the purpose to buy any product because this system has a showground of diversified products where everyone has a right to choose any product regardless of customers' location. To receive a product, there is only required to pick a mobile and make a single call to receive the product. Network marketing completely depends upon e-commerce as the business of network marketing is about the products and user reference, e-commerce is considered to be one of the best tools to show off the products to the whole world. Having a wide range of products and services, high demand can be observed through such websites. A multi-vender-e-commerce system is a specific market space where a large number of vendors exist, and while having any type of functionalities, the positive reviews can be obtained on the basis of displayed products in front of general public and this is considered to be perfect tool for both marketing and sales at the same time. Due to the newest and gorgeous associate programs, network marketing business will boost itself while focusing on the successful path. In coming years, same type of efforts along with the unique ideas can be perceived and multi-vendor online pace is supposed to be an ideal platform for the purpose to build a new trademark for a company. There are so many opportunities that are still yet to be explored in the direct selling business and expect the most suitable outcomes out of it (Denney & Tewksbury, 2013).

Dai et al. (2011) added that there have been convinced restrictions like language issuers, voice training requires to perform in every slang and many more. It is considered to be perfect but simultaneously, not considered to be a suitable optional as compared to the traditional chat or customer call support. There are different features in network marketing that can be used as the

best tool in the direct selling business like MLM training, user modulus, compensation plan consulting, e-commerce store and software package and many more. Chatbots have already taken its place and language barriers always knock on the door. While focusing on the improvements in the technical side, the option to beat the current situation will definitely lead to the best (Dai, et al., 2011).

The blockchain technology, industrialized in 2009 by Satoshi Nanmoto, is considered to be a great innovation in the direct selling industry. It is considered to be a translucent network, stable, and highly secure, with no need to integrate with any third party to initiate working on it. It is also quick and unchallengeable, with continuous status of the nodes associated with the transactions. Enterprise blockchain is considered to be easy for most of the people and helps to make business easier and premium. Denney and Tewksbury (2013) discussed the importance of multi-vendor E-commerce systems in network marketing. This system has a showground of diversified products where everyone has a right to choose any product regardless of their location. Network marketing is based on products and user reference, and e-commerce is a perfect tool for both marketing and sales. Dai et al. (2011) added that there are restrictions like language issuers, voice training requires to perform in every slang, and chatbots have already taken its place. There are different features in network marketing that can be used as the best tool in the direct selling business, such as MLM training, user modulus, compensation plan consulting, e-commerce store and software package, and many more. Chatbots have already taken its place and language barriers still knock on the door, but improving the technical side will lead to the best.

Security element is a must and it helps to build the trust level among the consumer and clients. It is cleared that there is certain software available in the market but the companies prefer to choose that software whose security is considered to be better as compared to other ones. A software package must be highly secured because software is selected on the basis of reliability and if the selected software is not reliable, it will not workable for the companies anymore because software is not used only for managing the customers. With the passage of time, when users increase in the system, their number of transactions also increase in the same way. In simple words, it can be said that a world of money is moving around in this package. So, from the business profiles to payment gateways, all the activities are performed through online channels (Dai, et al., 2011).

In the online world, everything is visible and precautionary measures are most critical in this situation. In the current era, software is always at risk due to the malware, hacking, cracking and so many other threats. So, while keeping in mind these threats, the network marketing systems requires to implement the reliable cybersecurity plans that can be suitable to prevent these attacks by means of defensive protections. The security layers for these packages must be built in such a way that cannot be disturbed due to any cyberattack. There are different types of security measures that can be implemented. Here are some security measures that can help the software to become a reliable one. Need to make sure the data encryption. Need to ensure 2-factor authentication. There is required email verification for making any change in terms of approval and know your customer. Require latest version of dependent libraries for updated knowledge. Audit logs and auto logout options must be active. Need to avert DDoS occurrences. These highlighted factors are considered to be the perfect layout to form a foundation and this is not only the entire package. Similar type of efforts are helpful to build the trust and deliver the best (Khan & Siddiqui, 2013).

From the AI point of view, chatbots and voice bots are considered to be one of the main parts of the artificial intelligence, further it also requires more focus to ensure the reliable data. Data is considered to have a role of fuel to burn the artificial intelligence system and preparing these data makes sure and delivers a reliable platform to commercialize the business with the intelligent understandings. In the future, the demand of reliable data will remain on the higher side because consumer privacy is one of the basic concerns in the network marketing industry because this business totally relies on the people network. Artificial intelligence can play a vital role to manage this type of information because new algorithms are studies to make sure the data flow of individuals, their hobbies, interests, marketing techniques, selling aspects and many more. This information is considered to be vigorous and as mostly people are directly or indirectly engaged with the internet world, artificial intelligence bots are open up to access this data. This data will be open up once the customers set it provide access of the data for the outside world through accepting the privacy terms, letting the permissions and many more (Ravindran, 2023).

Security is a must for software packages, as it helps to build trust between consumers and clients. Software must be highly secured to ensure that it is not vulnerable to malware, hacking, cracking, and other threats. Security measures include data encryption and 2-factor authentication to help the software become a reliable one. Companies must also implement reliable cybersecurity plans

to prevent cyberattacks. The most important details in this text are that email verification, latest version of libraries, audit logs and auto logout options must be active, and DDoS occurrences must be avoided. AI chatbots and voice bots are considered to be one of the main parts of artificial intelligence, and data is considered to have a role in fueling the system. In the future, consumer privacy is a major concern in the network marketing industry, and artificial intelligence can play a vital role in managing this type of information.

Machines and systems will be able to get understanding from the human beings and new frameworks will be established while focusing on the needs, requirements and interest of the consumers. While using the AI engine any of the current errors or restrictions can be analyzed and cluster it while utilizing the latest technologies. There is need to upgrade the current system with the latest technologies and it is going to be a reality in coming years. Specifically, in network marketing business, it allows the consumer-client relationship to grow further and simple. While having a valuable data, a consumer can easily understand what they are going to deal, trust factor can be absolute, cut-off from wish list, fake statements can be highlighted and more things are delivered in the business world. In simple words, if something is considered to be useful or helpful for anyone, the technological updates are going to witness it. There is a dire need to understand one thing about the technological developments that every technology is not considered to be a useful one for all the stakeholders. If someone feels that a particular technology can be harmful, it must be addresses and rectified on immediate basis (Erragcha & Romdhane, 2014).

According to Delgado (2000), the business grows when the customers' experience with the business products is positive and satisfactory and they are satisfied with the products and services of the business. If a customer finds a reliable tool or feature that can be helpful for him, he can be more comfortable and feels good. A business intelligence tool is useful for the business owner as it provides the updates about the sales, business growth, business member activities, revenue cycle and so many other information that are supportive for decision making in terms of business growth. Each and every feature in the technical side contributes to help the business tool to highlight the reliable and intelligent solution. The facts and figures are always supportive for admin and users as they can retrieve data and analyze it while focusing on the previous business track. The financial as well as non-financial restrictions in the direct selling business can only be shared with the business team and they are also guided that how they can perform to clear all the restrictions. The

current technology in most of the businesses is considered to be effective as per their requirements but they also have the option to replace the existing technology and systems to experience the advance one. It can be helpful for most of the businesses to take the best decisions that can provide the support the business to grow in multiple dimensions. An effective and wise decision is considered to be more suitable to create a positive difference in the business. A perfect and reliable business intelligence solution can be provided while using a package comprising on the advanced versions that are available in the market (Delgado, 2000).

Technological development is always considered to be supportive and reliable from the business perspective. And with the passage of time, the security concerns are going to be minimized and more security measures will be available in the market that will never break in coding part. There are numerous technological developments in the process and it is expected that these technological developments will be helpful in the direct selling business in coming future as well. While focusing on the business growth, there is a dire need to understand the present situation of the business and then require to update it according to the requirement to fulfil the basic criteria because someone cannot implement the costly or high-level technology in the system where it doesn't require at all. Further, the businesses require to select the reliable software and implement the selected technological development in such a way that can boost the direct selling business effectively and efficiently. Further, the business owners require to remain updated with the technological development so that they can also forecast their direct selling businesses proactively (Ravindran, 2023).

The most important details in this text are that machines and systems will be able to understand the needs, requirements and interests of consumers, and that AI engines will be used to analyze and cluster current errors or restrictions. Additionally, a business intelligence tool is useful for the business owner as it provides updates about sales, business growth, business member activities, revenue cycle and other information that is supportive for decision making in terms of business growth. Additionally, financial and non-financial restrictions in the direct selling business can only be shared with the business team and they are guided how to perform to clear all the restrictions. The current technology in most businesses is effective, but it can be replaced to experience the advance one. To create a positive difference in the business, an effective and wise decision is needed to create a positive difference. Technological development is expected to be beneficial in

the direct selling business in the future. Businesses need to understand the present situation and update it according to the requirement to fulfil the basic criteria. Additionally, businesses need to select reliable software and implement the selected technological development to boost the direct selling business effectively and efficiently.

2.5 Technology is changing the Way as Viewed in Multi-Level Marketing (Network Marketing)

With the latest development in the technology and in the increasing digital age, multi-level marketing is growing speedily and its reputation is increasing on the continual basis. Due to the latest technological development in the network marketing, the distributors in the direct selling business are becoming successful while creating and generating maximum revenues for their companies that employs the MLM models. It is often mentioned that "make your customers your marketers". It is only possible when a customer is being satisfied with the products and services offered by a company and when company adopts the MLM models, its success ratio automatically increases. The technology is playing a vital role in the success of the business. While adopting the technological development, a business can be handled with a changed approach. Here are some points that have direct impact on the business due to the implementation of technology in the existing system (Keep & Nat, "Multilevel marketing and pyramid schemes in the United States", Journal of Historical Research in Marketing, Vol. 6, No. 2, pp.188 – 210., 2014).

While working under the network of MLM businesses, there is no need to have an excess space to ensure the storage of products that are offered by different businesses. It is observed that MLM businesses relied on the shipping physical products to sellers who further sold these products to the buyers but with the implementation of technological developments, the distributors take the order from the buyers and ask the businessmen to deliver the products to the relevant buyers directly. Before the implementation of technology in the system, the distributors were depended on the buyer's schedules and they could not work 24/7 or whenever they want. After the internet revolution, the distributors are not bound to follow the same schedules of the buyers as technological developments provide the extraordinary flexibility to the sellers to make sure the business transactions at maximum level. Further, due to this flexibility, those people who don't want to join network marketing full time can also join it depending upon their availability because it is not time bound now. It also allows the sellers to become better entrepreneurs because before the technology implementation, it was considered to be expensive to join relevant workshops.

Nowadays, the MLM companies can utilize the webinar technology as well as live streaming to sellers to provide them inexpensive skill-building materials which they can easily attend even while sitting at their own homes. Providing training and improving their skills help them to develop their entrepreneurial skills that are required to have significant impact in today's business environment. Previously, MLM programs were offered for a specific region and one person could not move to another region to capture the market. With the technological developments and its implementation in the business environment, now distributors can capture any market regardless of their own locations and they can aid the customers around the globe (Barrett, 2016).

Multi-Level Marketing (MLM) is growing rapidly and its reputation is increasing. Technology is playing a vital role in the success of the business, as it allows distributors to take orders from buyers and deliver products to them directly. This has direct impact on the business, as there is no need to have an excess space to store physical products. Technology has enabled distributors to work 24/7 or whenever they want, allowing them to become better entrepreneurs and capture any market regardless of their location. This flexibility has also allowed sellers to become better entrepreneurs, as webinars and live streaming can be used to provide inexpensive skill-building materials. Additionally, distributors can now capture any market regardless of their location and aid customers around the globe.

2.6 How Technology has supported Network Marketing in uplifting Customer Satisfaction

Customer satisfaction is one of the most prominent indicators for a successful business. If a customer is not satisfied with the products and services offered by a company, he will never come back towards the same products and services of the company. Further, he will never recommend the company's products to anyone. The companies perform multiple research studies to know about the interest of the customers and offer the products to the customers as per their interests and taste so that they can capture the market while providing the products and services to the customers as per their expectations. In the context of network marketing, customer satisfaction is the first objective because a network marketing business totally relies on the customer satisfaction. A satisfied customer in the network marketing can explain the same products to others and refer others to avail the same products and then the first buyer or customers will also get some benefits if new referred customers start to buy the same products from the businesses involved in the network marketing. Previously, network marketing was considered to be tough one because

marketing of the products offered by businesses involved in the network marketing was very tough and after the successful journey in the network marketing, the calculation of bonuses of distributors and compensations plans were too much difficult and complicated. Then after the arrival of internet and ultimate technological development, the network marketing businesses are revolutionized and upgraded successfully (Gornostaeva, et al., 2018).

In the current era, the network marketing is upgraded because of technological developments and their implementation in the network marketing industry. The distributors and customers engaged with the network marketing have been utilizing the system incorporated in it with the successful way and they don't face too much issue in implementation of compensation plans, commissions and bonuses calculations. There is no time bound factor in the network marketing after the arrival of technology in the industry. Further, the distributors don't have to pay extra cost of storerooms and warehouses to stock the products in the network marketing as they focus on to utilize the technology in their routine tasks and targets and focus on to perform their activities effectively and efficiently. Further, it can be said that technology has supported the network marketing superbly and customers' satisfaction is at its peak due to the technology implementation. In this section, it is discussed and explained in detail that how technology has supported the network marketing in supporting the customers' satisfaction (Lee, Lau, & Loi, 2016).

Network marketing is a successful business that relies on customer satisfaction to capture the market and provide products and services as per their expectations. Technology has enabled companies to perform research studies to understand customer interests and taste, and to offer products and services to customers as per their expectations. Previously, network marketing was difficult due to the difficulty of marketing products and the difficulty of calculating bonuses and compensations plans. Technology has revolutionized the network marketing industry, allowing distributors and customers to use the system effectively and efficiently. Distributors don't have to pay extra costs for storerooms and warehouses to stock products, and customers' satisfaction is at its peak due to the technology implementation.

2.6.1 How Technology Has Changed the Way We View MLM

The exponential growth of technology is considered to be unlike anything in the recent years. It is observed that the world is being flooded with an extraordinary change and mechanization beyond the roughest imagination and due to these changes on continual basis, there are numerous

opportunities come for progression. It's significant to be intelligent and hold the everchanging, almost unpredictable countryside of change itself, there is a dire need to become lost in its persistent motion. Change is considered to be an indispensable lashing power of the world. While following the change, someone can easily grow himself and can become the most suitable versions with the passage of time (Kotler, 2011).

As businesspeople in the direct selling business, the change is considered to be a unique opportunity to improve the business through trial and error which is a sort of natural development. When someone try to perform in some different ways, he fails but after the repeated tries, results are compared and then new evolution can be discovered which can also be a breakthrough in the business. Further, breakthrough can also help the business to improve its overall status. While keeping in mind the network marketing, the internet opened unlimited doors for the direct selling business. The network marketing business relies on the collaborative efforts of different partners and peers, and the shrinking the direct selling industry in the digital world has already facilitated it with unlimited changes. Here, it is discussed in detail about the major changes that have been observed after the successful implementation of the technological development in the industry (Kotler, 2011).

From the inventory's point of view, in the direct selling business, distributors had to place orders to the direct businesses and then they received the inventory for delivering to the direct buyers. They had to manage the inventories in their stores and they required heavy space to manage this business effectively. Now after the arrival of the technological development, the majority of the direct selling business portion is relied on the online marketplaces and the distributors are not required to waste their personal space to store the products. This change of managing the inventory from physical stores to the online marketplace is considered to be one of the most significant changes in the direct selling business industry. Due to this change, now every distributor has the option to become a master marketer depending upon their personal skills and capabilities to handle the business effectively and efficiently (Ahmad, et al., 2014).

According to the Chen and Lee (2017), flexible schedule is one of the most significant wishes to many people even those who are struck with a routine working hours from 9-to-5 concept. Due to the arrival of internet and after implementing the latest technologies in the businesses, it allowed to connect with the people in such ways that were never dreamed before. Those days have already

gone when door-to-door campaigns were ensured in the direct selling business for maximum business revenues and people were tried to arrange parties as per the convenience of all the invited people. Now after the arrival of the technology in the network marketing, the world is your audience and clock is not considered to be relevant. The freedom that comes from working with the global audience allows the business to work whenever they think suitable and wherever they feel market is reliable to deal. Further, the direct selling business is not bound with the local time and local audience as it has the opportunity to deal with the people at the global level and can provide the products and services wherever require. Due to the technological change, the clock is considered to be irrelevant and the world has already become our own back yard. In the current era of technological developments, the direct selling businesses are able to connect with maximum people around the globe and therefore they reach to the new heights with limitless audience and limitless schedules (Chen & Lee, 2017).

Technology has revolutionized the way we view MLM, providing opportunities for progression and growth. Change is an indispensable lashing power of the world, and businesspeople in the direct selling business can improve their business through trial and error. The internet has opened unlimited doors for the direct selling business, and the shrinking direct selling industry in the digital world has enabled it with unlimited changes. This text discusses the major changes that have been observed after the successful implementation of technological development in the industry. The direct selling business industry has changed significantly due to the arrival of technology. Distributors no longer need to store inventory in physical stores and have the option to become a master marketer based on their personal skills and capabilities. Additionally, direct selling businesses are able to connect with maximum people around the globe and reach new heights with limitless audience and limitless schedules. This has allowed distributors to become master marketers based on their personal skills and capabilities.

According to Roy (2016), there is dire need to focus on to improve the skills of the employees or distributors who are engaged directly or indirectly with network marketing industry. Going hand-in-hand with the global marketplace is the ability to cooperate with the marketers at the global level while putting simple click of a mouse. When people start to work with their colleagues, they are able to learn from each other's mistakes and in this way, they can improve their skills that can help them to promote their businesses in the long run. Due to the collective work with each other,

skills are being improved without having any additional effort for improving skills. In the direct selling business, people grow a global support network for the purpose to help during their projects. Previously, the multi-level marketing programs required sellers to participate in different meeting and they bear their expenses and they had to sacrifice their business load of product for the purpose to ensure their participation in the MLM programs. In simple, the distributors had to sacrifice their time, cost and business for the purpose to ensure their participation for improving their skills. In the current era of digital world, there are different tools and techniques that can help to become masters in the direct selling business are always at the fingertips. Prospective marketers can take full benefit of online webinars, live streams as well as online workshops for gaining an upper hand in their field (Roy, 2016).

The business truly becomes bigger and limitless when technology is being implemented and used for the purpose to offer the products and services to the people around the globe. Entering into the global marketplace as well as ensuring the most of the available tools is considered to be one of the best things from the business point of view while striving for the success. Due to the increased technology and its implementation in the direct selling business at the global level, it is observed that this industry has been grown by 30% in the last five years and with the passage of time, it has the potential to further grow after the implementation of technological developments effectively. In the digital world, the available tools for the marketers are considered to be appreciated. In order to grow the direct selling business effectively, there is a dire need to adopt the latest technological development and need to implement them proactively for long-term success otherwise other marketers can grab the markets if technologies would not be implemented and utilized for the direct selling business (Gara, 2019).

Roy (2016) suggests that network marketing industry employees and distributors need to improve their skills by cooperating with marketers at the global level. This can help them learn from each other's mistakes and improve their skills without additional effort. In the digital world, tools and techniques can help to become masters in the direct selling business. Prospective marketers can take advantage of online webinars, live streams, and online workshops to gain an upper hand in their field. Technology has enabled the direct selling business to grow by 30% in the last five years and has the potential to further grow. To grow effectively, marketers need to adopt the latest technological developments and implement them proactively for long-term success.

2.6.1.1 How to Keep Customers in Multi-Level Marketing (MLM)

Network marketing is considered to be an interesting concept which leads the sales of the companies with ease. Due to the fact that anyone and everyone can join this business and earn handsome amounts without making any investment or risk. This indicator of zero investment or risk-free business makes it the most attractive business proposal to the people. The beauty of this business is linked with the multi-level marketing companies who invest lot of money and efforts on the distributors with product literature and promotions so that they can put their best efforts for the purpose to improve their company sales. The companies invest on the trainings but they also focus on the distributors and equip them with the product knowledge and guide them that how the sales process can be ensured for improving the sales volume. The major portion of the sales process is comprising on the recruitment process and network building of distributors in MLM business. When each distributor is involved in the network and buy the company's products for his personal use, it starts clocking the sales automatically and when distributors use the products by themselves, it guides other to motivate automatically for buying and joining the network. It doesn't mean that the distributors are focusing only on to build the distributors' network as they also have to ensure their sales by directly selling through retail sales other than focusing only on the building distributors' network (East, et al., 2008). When a person experiences widespread training session on the complete sales process involving different steps including prospecting, approaching, qualifying, ensuring presentation, clarifying, follow-ups and concluding sales, he becomes an excellent representative of the company and can sell and communicate the company's message to the customers anywhere and everywhere. When a buyer receives a satisfactory response from the seller, it leads to improve his satisfaction level. Customers' satisfaction is one of the most prominent indicators for the successful direct selling business because this business is directly associated with the network of people (East, et al., 2008).

According to Joghee (2021), a person can sell products to the customers after receiving from the distributors as well as directly from the company. So, there is a dire need to get each and every opportunity to make sure the sales and increase its volume to get maximum benefits that are associated with the sales of the products in the network marketing. The network marketing is an excellent approach to increase the income because during the course of the day, the distributors meet with different people at different place. During the routine conversation, distributors always have an opportunity to interact with others about the company's products and services and find an

opportunity to increase their sales volume anytime. At this stage, the most important thing to remember is that how to interact with others while talking about the product and distributors must avoid from making a direct sales call as it can lead to miscommunicate the company's message to the potential customers. For example, if someone is Amway distributor, he can talk about the quality of wash as well as the saving on the detergents that can be possible while utilizing the Amway products. When someone talks about the experiences and savings, it is definitely going to attract all the people including friends and family members who are listening around. Similarly, if someone is working for Tupperware, he can talk about the kitchen. In all the circumstances, there is a dire need to understand the situation and start to share experience and information so that the other can observe the value in it and they start to see that how it works. When someone talks about his experience, listeners always try to search for the solution that how they can get the same experience and after listening all when customers or other people start to use the company's products, they will be more satisfied and they will recommend these products to others. Further, due to technological developments, someone can share his experience online through any social media platform and can interact with the people who can join while observing the shared experience (Joghee, 2021).

Before moving in front of others for making presentation for the company's products in the network marketing, there is a dire need to spend some time for attaining the knowledge about the products so that distributors can convey the quality message to others. Distributors can easily interact and convince the others when he can provide the complete products details and can explains how it is going to be useful for them. The more knowledge about the product, the more some tends to believe in the product and it is considered to be easy to sell the product to others when someone's belief on the product which is going to sale is very high (Ben Amor, 2019).

Another factor that can contribute in the successful MLM business is the attention for the customers that they are dealt. The key to success in the network marketing is to believe that the customer is the king and your customer is your most significant partner. This belief works for all the businesses but from the network marketing perspective, it is more important because network marketing is basically a network of people and their satisfaction is more concerned for all the sellers and distributors who are engaged in this business. Most of the network marketing businesses prefer to sale those products that are likely to have a repeat requirement from the same customers

so that the customers retention can also be ensured but it totally depends upon the satisfaction of the customers. So, once a customer, it going to be a repeat customer always depending upon his satisfaction level. In order to repeat the customers, the quality product or product satisfaction is mandatory but the customer services and care is also having a significant role to play. The customers' loyalty and their satisfaction are the most concerned indicators that can force the customers to become repeat customers. Someone can provide the best customer services by going extra mile for his customer and delivering him an experience that can be pleasant and positive because it may lead to improve and build long-term satisfaction about the products and the company. There is a dire need to ensure the contact number and details with the customers so that they can interact directly with the distributors whenever they want. To keep in touch with the customers and offer them value added services can help the company to build a long-term relation with the customers. To keep the customers' satisfaction at the high level, the distributors need to ensure the continual interaction with the customers while focusing on the customers' services and care (Management Study Guide, n.d.).

Multi-Level Marketing (MLM) is an attractive business proposal due to its zero investment or risk-free nature. Companies invest money and efforts on distributors to improve their sales volume. The major portion of the sales process is the recruitment process and network building of distributors. When a person experiences widespread training on the complete sales process, they become an excellent representative of the company and can sell and communicate the company's message to customers anywhere and everywhere. Customers' satisfaction is one of the most prominent indicators for the successful direct selling business. The most important details in this text are that distributors must interact with others about the company's products and services in order to increase their sales volume. Distributors must avoid direct sales calls and share experiences and information to attract potential customers. Additionally, they must understand the situation and start to share experience and information so that other people can observe the value in it and start to use the company's products. Additionally, they can share their experience online through any social media platform and interact with people who can join while observing the shared experience. The most important details in this text are that distributors need to spend time learning about the products they are selling in network marketing, and that the customer is the king and their satisfaction is more important than the quality of the product or product satisfaction. Additionally, distributors need to ensure the contact number and details with the customers so that

they can interact directly with the distributors and offer them value added services. Finally, distributors need to ensure the continual interaction with the customers while focusing on the customers' services and care.

2.6.2 How can technology help companies boost the customers' satisfaction?

The business environment it completely different from how it was a few years ago. It is observed that the business leaders at the global level have planned a future where the technological development will cover the entire businesses and those businesses will grow speedily and will reach on the new heights of success in which technological developments will be implemented and incorporated effectively. There are lot of factors that contribute in the success of any business. While having a great business penetration, there is a dire need to understand the focal point of the business that contributes the most in the business success and that focal point is the customers' strength. As a business owner, there is a calamitous need to understand the about the customers' satisfaction and all the factors that are associated with it to strive for the excellence. In the current era or impulsive business environment, understanding about the customers' behavior is critical for any organization for the purpose to become a market leader. With the latest customers challenging personalized experiences and more convenient interaction with the businesses from where they buy products and services in their routine lives, most of the companies are not focusing on to make proper investigation in different technologies that facilitate the customers efficiently while providing them products and services as per their expectations. As a result, in the modern era of social distancing, the technology has been playing a vital role to enable the businesses to deliver their products and services with faster and quicker communication to the end customers while providing them more direct outcomes and improving their customer experience journey with the relevant companies (Gandomi & Haider, 2015).

However, to ensure the customers' satisfaction on a continual basis, it is considered to be a time consuming and costly activity which require steadiness across channels including interaction through customers service centers, closed-loop processes, website engagement, SMS etc. In order to ensure further rationalization, there is a dire need to ensure these highlighted processes that can have direct impact on the customers leading to improve the customers' satisfaction. Further, companies are focusing on computerization process and cracking the hidden probable potential of

an organization while utilizing the technology in different ways from which some are explained here (Sestino & De Mauro, 2021).

The business environment has changed significantly in recent years, with business leaders planning a future where technological development will cover all businesses and reach new heights of success. To ensure customers' satisfaction, companies need to understand their customers' behavior and make proper investigations in different technologies that facilitate them efficiently while providing them products and services as per their expectations. Companies are also focusing on computerization processes and cracking the hidden probable potential of an organization while utilizing the technology in different ways.

According to the Sestino and De Mauro (2021), the effective optimization of business strategies has significant impact on the business. While performing the routine business activities in a domain, the businesses need to know about the strengths that they have but they also need to ensure about the weaknesses that they have so that businesses can make effective strategies to make sure the steady growth in the business in future. In the current fast-moving business environment, tapping into the unmapped areas can be considered to be one of those things that most of the businesses can influences for the sustained success. The basic groundwork required for that is to make sure the grip on the customers' exact awareness and understanding. In today's business environment, customers are supposed to be intelligent and challenging. An unsatisfied customer can collapse the repute company in terms of years of excellent services as well as brand loyalty. To manage this, the company must have a feedback mechanism that is used to resolve the complaints received from the customers so that their satisfaction level can be maintained on the higher side. This is considered to be important for a business to know about the areas of the improvement but they also need to have a clear understanding of their strengths that contribute in the long-term success of the businesses. While utilizing and implementing the technology, the businesses can optimize the brand experience by modifying their current strategies and making sure the improvements in the integration among their communication channels that are contributing to make sure the business more-centric, resolving their queries quickly and assisting them to search for more options. In an outer layer, a well-defined product having an excellent feedback system that provides a 360-degree view of the customers and can aid in a detailed understanding of every aspect. It is considered to be a suitable way for the brands to track the conversations, highlight the

issues and challenges, address them systematically in a quicker way and antedate what customers exactly want. While having a quicker analysis, the customers' interactions can be ensured easily and comfortably which can have a significant on the buying behavior and experience of the customers (Sestino & De Mauro, 2021).

According to Tan and Saraniemi (2022), Research is always considered to be a cost-intensive activity, but necessary process, and it is not possible for all the businesses to invest their resources to conduct it. Unplanned information and strategies depending upon the instinctive feeling can be helpful in the short-term targets but in the long run, a business requires to do more than that for the purpose to sustain itself. To respond to the fast-paced business environment, the businesses require to be nimbler and more receptive in their processes. As the technology is in practice, the data collection processes and research studies look easier. While having the entry of more reliable technological advancement platform in the global market that aid to the businesses to conduct customer research studies and other analyses, businesses can now collect more reliable and effective consumer data, store and analyze them and provide the real time results. This analysis can assist further to deliver a more personalized customer experience by minimizing the resistance from their expeditions, such as the execution of the latest analytics to personalize product suggestions, provide the reliable support and increase the customers experience while incorporating the minimal efforts. In the current era, the online footprints of the customers can be traced and measured technologically while tightfitting the reliable information according to their requirements, preferred products as well as services. While focusing on these appreciated understandings, companies can also focus on to improve their customers' satisfaction while focusing on the customers happiness on the continual basis and recognizing their problems before they become worse (Tan & Saraniemi, 2022).

The Sestino and De Mauro (2021) study found that effective optimization of business strategies has a significant impact on the business. Businesses need to understand their strengths and weaknesses in order to make effective strategies to ensure steady growth. To manage this, businesses must have a feedback mechanism to resolve complaints received from customers. Additionally, businesses can optimize the brand experience by modifying their current strategies and making sure the integration among their communication channels is improved. A well-defined product with an excellent feedback system provides a 360-degree view of the customers and can

aid in a detailed understanding of every aspect. This can have a significant impact on the buying behavior and experience of customers. Research is a cost-intensive activity, but necessary for businesses to sustain themselves. To respond to the fast-paced business environment, businesses need to be nimbler and more receptive in their processes. Technology has enabled businesses to collect more reliable and effective consumer data, store and analyze it, and provide real-time results. Companies can also focus on improving customer satisfaction and recognizing problems before they become worse.

With the implementation of artificial intelligence and latest data analytics in the business domain, the prognostic analytics apparatuses can help them to formulate the knowledgeable forecasts by providing shrewder suggestions and brainy recommendations for the purpose to formulate the future strategy which is completely depended on the collected data. Such technological integrations can aid businesses in detailed analysis to provide the sales projection as well as business forecasting depending upon the suggestions and recommendations. They can not only aid in delivering a better customers satisfaction but also get in-depth, real-time understandings about virtually every business upright. By making further analyses while selecting the data, companies can additionally estimate multiple kinds of comportment and outlines. Most of the businesses can meaningfully upsurge production as well as the worth of their possessions while collecting, analyzing and interpreting the quality material of information at the right time for the purpose to make evaluation, prediction and counsel actions. Furthermore, they can also practice the technology for the purpose to make sure their advantage to minimize the losses and formulate the moneymaking solutions to the most important breaches available in their customer experience journey that can also lead to reduce the customers' satisfaction level in the long run. Apart from the revolutionizing and reformation the business products and services for the purpose to make sure the expected efficiency, these developments will also permit businesses to execute their most authentic and reliable resource i.e. their employees for managing the customer's needs and requirements and forecast the futuristic business outcomes, and build bigger strategies which many leads to strengthen their long-term relationships with the customers (Dai, et al., 2017).

According to Shah (2022), technology plays a vital role to bring the customers closer. There is a fact that satisfied customer is considered to be a business success and everyone knows about this reality. Technology is the real weapon that force the customers to move closed to the businesses.

Any new and latest technology that enters into the market leaves the impact that it will help the business to smooth its operations and will allow the business owners to run their businesses more effectively and efficiently. Most of the businesses would argue about the artificial intelligence that it is being given the most significance as compared to others even though there is no such practical applicability is displayed in this technology. But the artificial intelligence is considered to be the next big thing in the market due to all the right reasons. It is also possible that artificial intelligence is already a big part in our lives without realizing its presence. Businesses can make the most out of it while implementing the artificial intelligence carefully and investing in the right processes at the accurate time-period. It is obvious that any business wants to earn maximum revenue on continual basis while utilizing the customer-centric approach which may also lead the business towards the customers' satisfaction. Integration of the technological developments in the business has already made the entire process faster and efficient which lead the companies towards improving their profitability. The overall impact of the technology on the business is rare and increase in revenue is unmatched. From a business point of view, the most intelligent thing is to strike when the iron is hot so business owners must understand the significance of the right time to implement the technological developments in their business (Shah, 2022).

Artificial intelligence and data analytics can help businesses formulate informed forecasts by providing shrewder suggestions and brainy recommendations. They can also increase production and the worth of their possessions while collecting, analyzing and interpreting the quality material of information. Additionally, businesses can use the technology to minimize losses and formulate money-making solutions to customer experience breaches. These developments will also allow businesses to execute their most authentic and reliable resource, employees, for managing customer needs and requirements and forecasting future business outcomes. Shah (2022) argues that technology plays a vital role in bringing customers closer to businesses. Artificial intelligence is considered to be the next big thing in the market due to its practical applicability. Businesses can make the most out of it by implementing it carefully and investing in the right processes at the right time. The overall impact of the technology on the business is rare and increase in revenue is unmatched. Business owners must understand the significance of the right time to implement the technological developments in their business.

2.6.3 Different Ways for Technology to Affect the Future of Customer Satisfaction

There is a lot of excitement about the implementation of the latest technology in customers' satisfaction. There are numerous ways of technological contribution in the customers' satisfaction including the short videos, real-time messaging, customers success, artificial intelligence, chatbots, self-service and cryptocurrencies. All these technologies are contributing to improve the customers' satisfaction while delivering to the customers as per their needs and demands. While adopting the latest technologies to serve the customers positively, the businesses are also facing new challenges and issues while adopting the technological developments. As there is no restriction for joining the network marketing, the distributors having lack of understanding about the technology may also join the network marketing industry. To guide those distributors about the technological developments implementation, first challenge is to guide them and force them to learn about the technology so that they can also easily understand that what's going on in the network marketing industry. Further, if they are interested to get proper understanding about the implementation of the latest technology, the additional cost of trainings and time factor is also required to keep in mind. Right now, there is dire need to understand that how technology will influence the customers satisfaction over the next decade (Miller, 2019).

Eye contact is considered to be more powerful and customers in future will be glad to have a future interaction through different powerful tools like Zoom App for video calls and it will be one of the best tools to improve the customers satisfaction in the long run. Currently, if any company is using a video voicemail or video conference to interact with the customers, that particular company is supposed to be a generation ahead as compared to other companies who are not focusing on this communication channel to interact with the customers. Basically, eye contact is the best tool to improve the relationship and enables directness either in the personal life or in the business to interact with the customers. So, it is cleared that video conference is not only considered to be a growing expectation of the customers but it is a viable tool to improve the business for most of the companies in the network marketing industry (Miller, 2019).

In the current era, the brock-and-mortar stores are not considered to be the only stored from where the customers can ensure the interaction with the business. With the social media, ecommerce and third-party review sites, customers would prefer to interact with the companies and would buy the products and services while utilizing the digital mediums. This augmented approachability will

drive the need for omni-channel experiences. The omni-channel support is considered to be distinctive while comparing it with the multichannel support as omni-channel make sure the synchronization with the communication channels together so the distributors team and customers both can perform their activities seamlessly while utilizing the omni-channel services which is a great initiative and in future customers will feel more comfortable and they will be satisfied if they will be provided with the omni-channel services while working with the network marketing industry (Huang & Rust, 2021).

Like video interaction instead of voice messages, most of the customers prefer the real-time messaging instead of interaction through call or email. Initially, Facebook messenger was considered to be the main channel to interact with the customers for real-time messages. With the passage of time, every network marketing company focuses on to link the chat box with the business website and make sure the availability of the company's representatives 24/7 so that customers can interact anytime whenever they feel comfortable. On the Facebook messenger, chat box is open any time but there is a dire need to make sure the chat box opens on all the websites so that customers can increase interaction with the company's representative as it would help the company to improve the customers' satisfaction in the long run (Ivashkova, Sidorchuk, & Skorobogatykh, Studying distributor-consultants' involvement into MLM business in the russian perfume and cosmetics market. Espacios, 39(33)., 2018).

The future of the customer services will not only about to push customers online but it will also move the service reps there too. In order to support and respond to customers queries, currently people are limited to call centers or office premises but in future, customers will be entertained remotely and the company representatives would not require to come to office as they would be in a position to respond to customers queries while sitting at any comfortable place. Currently, some businesses in the network marketing are already executing this technique to respond to customers including the email, live chat and social media through smartphones and some of the network marketing businesses are already cloud based that allow the distributors to work from home. This is also considered to be a cost-effective strategy to interact with the customers in the network marketing that may lead to the customers satisfaction due to timely and real-time responses to them (Lemos, et al., 2022).

Technology is being used to improve customer satisfaction, but businesses are facing new challenges and issues. To guide distributors about the implementation of the latest technology, additional cost of trainings and time factor must be kept in mind. Eye contact is considered to be more powerful and customers in future will be glad to have a future interaction through different powerful tools like Zoom App for video calls. Video conference is a growing expectation of customers and is a viable tool to improve the business for most companies in the network marketing industry. In the current era, customers prefer to interact with businesses through digital mediums, such as social media, ecommerce and third-party review sites. Omni-channel experiences are needed to ensure synchronization with the communication channels together. Real-time messaging is becoming increasingly popular, with Facebook messenger being the main channel for real-time messages. In the future, customers will be entertained remotely and company representatives will be able to respond to queries while sitting at any comfortable place. This is considered a cost-effective strategy to interact with customers in the network marketing industry.

Cryptocurrency itself is probably not going to radically change customers' satisfaction because of payment process that is almost like the other currencies post-sale. But the blockchain technology is considered to be one of the fascinating applications for contracting. Further, it can be observed and highlighted while focusing on the features of the blockchain technology that how transparent will be payment process in the future. This blockchain technology will lead the customers to improve their satisfaction level while adopting this technology in future (Lemos, et al., 2022).

According to Redbord (2020), over the next few years, the great customer success will become a critical competitive advantage for most of the companies in the network marketing industry. Those companies will be considered competitive whose customers will be succeeded while utilizing the products and services of the companies. This indicator will be more productive when all the companies will put special focus for improving the performance of the customers so that they can be successful in their mission. When the customer success will be addressed by the companies in the network marketing, it would help the customers to improve their satisfaction level while focusing on their needs and demands from the available products and services (Redbord, 2020).

Blockchain technology is a fascinating application for contracting, leading customers to improve their satisfaction level. Redbord (2020) predicts that customer success will become a competitive

advantage for companies in the network marketing industry in the next few years. Companies should focus on improving customer performance to be successful in their mission.

2.7 How Technology has encouraged organizations to raise effective communication with customers directly

Technology plays a vital role in the business success by ensuring the direct interaction of customers with the business representatives. Effective communication is the key to success for a business. While interacting with the customers, it is not only mandatory to ensure the quality products to the customers but it also requires to interact positively with the customers and deliver them quality customer services to remain competitive in the market. When everyone starts to deliver the quality products to the customers then customers bifurcate the companies and select that one which is considering the customer care and their satisfaction on the priority as compared to other competitors. Before the internet world, the customer interaction and communication were tough and not possible at all but after the arrival of the internet and technological development, the communication between the companies and their customers is going to be effective and customers aware about the multiple products offered by different companies. In the context of network marketing, distributors' army was required to interact with each and every customer but now with the technological developments, it is considered to be too much easy to interact and communicate with the customers and customers can directly contact with the company to avail the products and services that are offered to them in the market (Bourlakis, et al., 2009).

Technology has enabled organizations to increase effective communication with customers directly, ensuring quality products and customer services. Before the internet, customer interaction and communication was difficult, but now it is easier and customers can directly contact the company to avail products and services. This has enabled companies to remain competitive in the market.

2.7.1 How Technology improves Customer Service Communication

Due to poor customer service and less communication with the customers, companies are losing more than $75 billion on annual basis. On the other hand, the loyal customers are spending 67% more than new customers which shows that significance of communication with the customers to retain them for the longer period (Grammarly Business , 2021). Due to the huge competition in the market, the business repute depends upon how well a company serve its customers, how a company

sensitive about the needs and requirements of the customers and how quickly a company resolve the query raised by a particular customer. This is the main reason that more and more companies are adopting the innovative technology applications for the purpose to ensure the effective communication with the customers to improve their satisfaction level and make them loyal about the company's products and services. Following points are highlighted to explain the significance of the technology in improving the customer's interaction and their satisfaction towards the company's products in the network marketing business (Smaili & de Rancourt-Raymond, 2022).

In today's world, customers have unlimited choices while selecting a product according to their needs and requirements. Unfortunately, one negative experience is considered to be enough to override the branch loyalty and the customer immediately moves to search of a competitor. For this reason, most of the companies are accepting the tools and welcome the apps that can help the customer services experience which may lead to improve their satisfaction. Here are some points that are considered by the companies while adopting the technologies. The companies offer convenient multichannel communications for the purpose to get in touch the customers and to communicate them to resolve their queries through chat, email, text and social media platforms. Consistency in the multichannel communications can help the companies to increase the customers' satisfaction through ensuring the availability and convenience. Customers expect 24/7 services to be available whenever they need regardless of the time bound theory. Different technologies including the chatbots and live chat ensure the companies to facilitate the customers immediately after raising the queries. In order to resolve the queries that falls under FAQs can be addressed without in-person interaction. To respond to these queries, companies enable the mobile self-service features an when the customers ask any question that fall in this category, they can get instant response through self-service feature. Most of the companies can employ self-service portals that allow the customers to use services while interacting from anywhere. Technology applications are considered to be fruitful in terms of empowerment of the staff that allow the companies to ensure the quick and consistent staff which lead them to minimize the vagueness and deliver the enhanced responses to the relevant customers. In today's world, the technology is considered to be helpful for all the customers and they can be entertained and their queries are properly addressed without having any location issue. Whenever a query is generated, the companies' representative initiates their working to resolve the query regardless of the location. While eliminating the communication barriers, technology helps to enhance the overall workplace

and allow the interns issues as well as questions to be addressed summarily. When companies provide a multichannel support to improve the communications among the customers and the businesses, they also need to ensure the uniformity in the message delivered by the companies through different communication channels. There are different tools executed through technology that allow the staff to flawlessly respond to the queries of the customers and ensure that all the communications channels are used to respond in the same way and interact with the customers while delivering the brand messages to the customer. When a customer faces any issue or has a question, the prompt response of the company's representative can ease the trouble of the customer and leave a favorable and positive impression of the company in the mind of customers which may also lead to improve the customer's satisfaction effectively. Different tools like digital writing assistant can aid customer service reps establish the proper tome and level of formality to manage the issues and guarantee return customers. With the use of technology, customer service representative will be able to respond to each and every customer with customized approach that is custom-made each individual customer while ensuring the language, tone and voice. This balance can easily be achieved between personalization and brand alignment while executing the technological developments effectively (Liao, et al., 2011).

Companies are losing more than $75 billion annually due to poor customer service and less communication with customers. To improve customer satisfaction, companies are adopting innovative technology applications such as chatbots and live chats. Companies offer convenient multichannel communications to get in touch with customers and resolve queries through chat, email, text and social media platforms. Consistency in the multichannel communications can help increase customers' satisfaction and ensure availability and convenience. Chatbots and live chats enable companies to facilitate customers immediately after raising queries and FAQs can be addressed without in-person interaction. Companies use mobile self-service features to respond to customer queries. Technology applications are used to empower staff and ensure quick and consistent responses. Multichannel support is also important to ensure uniformity in the message delivered. Digital writing assistants can help customer service reps establish the proper tone and level of formality to manage issues and guarantee return customers. This balance can be achieved between personalization and brand alignment while executing technological developments effectively.

According to Liao et al, (2011), the customers' expectations are high and in most of the cases, companies have only one chance to prove. In order to deliver the quality responses to the customers, companies prefer to use the technology for positive experience and to enhance the customers' satisfaction while adopting the best available technologies. When companies try to enhance and incorporate the highlighted features in their services, the customers prefer them for the purpose to fulfill their needs and requirements and their satisfaction level enhance inevitably. There is only one way to ensure that the company's representatives provide the best customer services and this way is to equip the team with the tools that are considered to be the best to respond to the customers queries (Liao, et al., 2011).

Companies must use technology to create positive experiences and enhance customer satisfaction, while also equipping their team with the best tools to respond to customer queries. This is essential to ensure the best customer service.

2.7.2 Benefits of Technology in Business Communication

Business communication is considered to be an integral part to any workplace around the globe. The businesses around the globe know the significance of the technology in the business communication to their employees and customers whether they are multinational companies or the local companies based in the local markets. Additionally, the significance of the business communication and business collaboration is increasing tremendously on continual basis. Interactive businesses are gaining ground on their challengers. Technology is not only changed the way of lives but it also performs and upgrades in day-to-day lives and continues to mention how inexpensive and accessible communication now is; making it easy for even initiate to invest in the reliable business communications as well as communication tools (Lingelbach, Patino, & Pitta, The emergence of marketing in Millennial new ventures. Journal of Consumer Marketing, 29(2), 136–145. , 2012).

According to Lingelbach et al (2012), the technological impact at the workplace is endless. In the current era, it is considered to be foolish to ignore the impact of technology in the communication systems. There are numerous ways that are used in the business communication through different technologies. With customers: In order to interact with the customers on regular basis, there are different technological tools including bots, WhatsApp, Messenger or free calling platforms that are used to provide the efficient customer services that may lead to increase the customers'

satisfaction. With each other: While interacting with each other, there are different platforms like groups on IM services or group calls via Google Hangouts are used where different personnel interact with each other easily. With others in the industry: It is not considered to be too much easy to interact with the others who are working in the same industry or who are working in different industries. People who are interacting with each other for selling their products or collaborating with each other can use different available technological tools and it is easy for all of them to interact while using the technological developments (Lingelbach, Patino, & Pitta, The emergence of marketing in Millennial new ventures. Journal of Consumer Marketing, 29(2), 136–145. , 2012).

Technology in business communication is an integral part of any workplace around the globe. It has changed the way of lives, performed upgrades in day-to-day lives, and made it easy to invest in reliable business communications. There are numerous ways to interact with customers, each other, and others in the industry through different technologies. Examples include bots, WhatsApp, Messenger, free calling platforms, groups on IM services, and group calls via Google Hangouts.

2.7.2.1 Advantages of technologies in Business Communication

There are unlimited benefits that are directly associated with the technologies but while focusing on the business communication, there are some specific advantages. It is considered to be easier to interact with each other through multiple apps instead of interacting in old-fashioned styles like the interaction through telephone or fax. While utilizing the technological features, it is now possible to interact and speak to them on real-time while using the multiple options including the messaging apps or video call apps or even tablet and interactive display. There are numerous apps that are considered to have a significant impact from the internal communication's point of view and can also communicate with the company's employees who are sitting at any other place. There are some business communications apps that make it possible to interact on real-time and from those apps. Slack - This is a chap apps that is considered to be well streamed app having a great layout and interface. It is easy to search the conversations, files as well as links that are shared through this app and it is also possible to create a Google hangout within conversation which is one of the most prominent features of this app. Campfire - This is another chap app and the main feature of this app is that it is password protected group chats which allow the company to secure the secret conversation among the employees. Wrike - This is considered to be a handy project management tool that is normally used to interact with a small team (Makni, 2016).

According to Makni (2016), one of the most prominent features of the technological development in the workplace communications is that it allows to communicate with all the employees who are even working as the remote employees. It is expected that the workplace future depends on the remote employees who don't need to come office or even who don't need to capture any office space to deliver their services for the companies. While keeping in mind this concept, there is a dire need for the companies to have such platforms that can be used to interact with the remote employees. It also means that the employees who are working remotely can even talk on real-time. It can also be said that this is not considered to be a positive sign to have all the employees online because it can even affect their mental health but still it is still supposed to be handy in some occurrences. This was not possible when businesses were totally relying on the landline phones and fax machines but with the passage of time, technological developments make it possible and there are numerous apps that allow now to ensure interactions while utilizing the mobile data that make it practicable (Makni, 2016).

The more development in the technological sectors helps the business to become more secure. Using emails particularly when they were supposed to send to the entire office, without satisfactory security it was considered to be a disaster from a recipients' point of view. Nowadays, almost all the apps are encrypted from end to end which means that there is security check that allow only senders and receivers to view and read the messages. Smartphones, tablets and Apple computers have different security software that are implemented for the purpose to ensure the insusceptible to hackers and nowadays there is also an option to purchase the security from the Microsoft computers as well. It means that there are only fewer chances that the emails will be hacked. Furthermore, external programmes normally require a password for the purpose to make login and have features like encryption which make them more secure and reliable (Kotler, 2011).

To keep in touch with the people remotely, rather than using letters, is considered to be a beneficial indicator from the environment's point of view. Vince Gigneo who is working as a sustainability strategist at Adobe highlighted that "the greenest paper is no paper at all", perceptibly it is a lot more justifiable to use the technological features for the purpose to make sure the regular interaction and communication with the people. In the current era, there are nominal people now who are still relying on the physical letters. However, it is still observed that more than 12.5 million tons of papers and cardboard that are used to ensure the communication and major portion of this

usage is related to the office work. So, there are still more chances to cut down the usage of papers and rely on the technologies to ensure the communications especially internal communications. Rather than leaving a note on the paper for someone is not considered to be a suitable option as people can use the messaging apps to do the same activity and can save the papers. Further, instead of relying on the sticky notes for personal reminders, the sticky notes app can be used to write the notes on the desktop screen for the reminder purpose and can save the papers which may lead to a healthy environment in the long run. It is also observed that more than 90% of the office printed documents are wastage whereas the remaining 10% is used for the storage facilities (Harris-Briggs, 2021).

While these are not only using for the business communication methods but it can also be possible to reduce the paper waste in the office and rely as minimum as possible on the physical papers so that it can be possible to contribute in the environmental protection by reducing the paper usage. **While using the technological apps, it is considered to be easy to discuss the work matters more casual instead of interacting in old-fashioned ways with the office colleagues or team members. Using the technology is also considered to be an enjoyable way to interact with others. In order to add humor in the work environment, there are different emojis that are used in some offices. To using the emojis for humor purpose is a great step for the offices to contribute in the relaxed environment and hopefully afterward creative atmosphere. Additionally, it is also observed that while using the communication technologies in the office keeps the official things simple, prearranged and decluttered. While utilizing the technology in the business environment allows the users to rationalize what they want to prefer within the business communication apps and it is possible to search easily that conversations which is required for business purpose. It is considered to be a stress-free activity to search the relevant conversation instead of searching through piles of letters which is also a wastage of time and resources** (Reingewertz, An Economic Model of Multi-Level Marketing., 2016)**.**

The most important details in this text are the advantages of technologies in business communication. These include the ability to interact with each other through multiple apps, such as Slack, Campfire, and Wrike, as well as the ability to communicate with remote employees. These apps allow for real-time interaction, search conversations, files, and links, and create Google hangouts. Additionally, they are password protected group chats, allowing the company to secure

the secret conversation among the employees. Additionally, there is a dire need for companies to have platforms that can be used to interact with remote employees. Technology has made it possible for businesses to communicate with their employees remotely, making it a beneficial indicator from the environment's point of view. There are numerous apps that allow for interactions while utilizing mobile data, making it practicable. Security software has been implemented to ensure the insusceptible to hackers, and external programmes require a password to make login and have features like encryption. Vince Gigneo, a sustainability strategist at Adobe, highlighted that "the greenest paper is no paper at all" and that it is more justifiable to use the technological features for the purpose of regular interaction and communication. The most important details in this text are that more than 12.5 million tons of papers and cardboard are used to ensure communication in the office, and that more than 90% of the office printed documents are wastage. Additionally, using the technology can be used to discuss work matters more casually, add humor, and keep official things simple, prearranged, and decluttered. Additionally, using emojis for humor is a great step for the offices to contribute in the relaxed environment and creative atmosphere.

The companies who have adopted the technologies for the proper execution of the technologies in their system for communication purpose at the workplace are considered to leap ahead in terms of customer relations and their satisfaction. Most of the network businesses have taken to using the bots on their Facebook pages for the purpose to make interaction with their customers and to respond to their queries on real-time without the option of the availability of the staff member to be present to respond to their queries. Video messaging apps like Google Chat are considered to be great tools for interacting with the customers and to deliver messages instantly at global level. To develop a unique apps as per the needs and demands of the customers is also considered to be a fantastic tool to use the technology to interact with the customers and to build the customer relations while communicating with them. People who are using the businesses and their products on regular basis have the options to download and install the businesses' app and use them to interact, comment, question and improvement purposes (Lemos, et al., 2022)**.**

According to Harris-Briggs (2021), While focusing on the message sending and to-do lists, there are numerous ways of business communication that can be used for sharing ideas. These can be shared in different ways and the most prominent and reliable options are

presentations. They are supposed to have great ways to share business ideas while utilizing the technological tools and techniques. There are different plans that are normally included for the development purpose in a business or multiple solution against the issues highlighted in the businesses. And presentations have gone a long way since formulating an amateur-looking PowerPoint on a system. Nowadays, there are multiple ways that can be used to present the problems and their solutions while using the technological tools and techniques. One of the most prominent ways to display the problems and their solutions is on an interactive display which is considered to be an excellent alternative to interactive whiteboards in a cluster room. This helps to create a friendly setting where all the relevant parties can view the presentation on the screen and can work out to resolve the queries while utilizing the technological tools and techniques. Interactive displays are considered to be touch-sensitive and can be drawn upon, ensuring them an eccentric way to interact multiple messages. The main objective of these displays is to increase collaboration, making these meetings more efficient with the remote workforces and enable free-associating by sharing different notes, ideas or content promptly on the display which is visible to all the participants (Harris-Briggs, 2021)**.**

Companies that have adopted technologies for proper communication are considered to be more successful in customer relations and satisfaction. Bots on Facebook pages and video messaging apps like Google Chat are great tools for interacting with customers. People can download and install businesses' apps to interact, comment, question and improve. Harris-Briggs (2021) suggests that there are numerous ways of business communication that can be used for sharing ideas. Presentations are the most popular way to share business ideas and solutions. Interactive displays are an excellent alternative to interactive whiteboards in a cluster room. They are touch-sensitive and can be drawn upon, making them an eccentric way to interact multiple messages. The main objective of these displays is to increase collaboration and enable free-associating by sharing different notes, ideas or content promptly.

2.8 Research Framework

The research framework focuses on the relationship between the variables and what is the impact of dependent variables on the independent variables. Similarly, how much

independent variable has strengthened the independent variables. Below is the theoretical framework illustrating relationship among variables;

The research framework examines the relationship between variables and their impact on the independent variables.

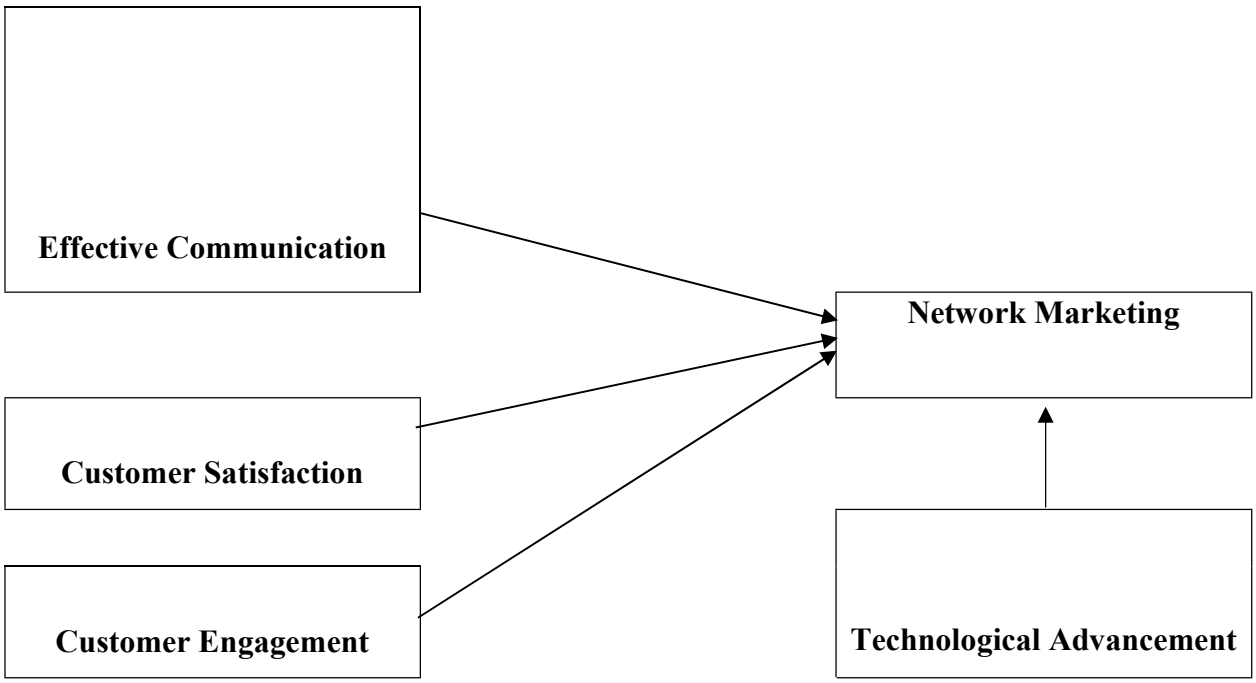


Figure 1 Theoretical Framework

The study has focused on all the variables with prior focus on technology that is dominating on the network marketing directly.

2.9 Summary of the Chapter

This thesis is about "How technology advancement in Network Marketing contributes to high Customer Satisfaction" and this chapter cover the literature related to the topic. There are different concepts about the network marketing that are discussed in detail about the network marketing in this chapter. This chapter is divided into different sections and

literature about the network marketing is explained accordingly. In the first section, it is explained about the emergence of network marketing. Under this section, a detail history is explained about network marketing and discussed about different companies who were involved in network marketing businesses. It is discussed in detail about the pioneers who were initially involved in the compensation plans, commissions and bonuses criteria to initiate the concept of network marketing or multi-level marketing businesses. Further, it is discussed in detail about why the multi-level marketing is considered to be an opportunity for anyone and everyone and discussed in detail about the benefits of network marketing for those who don't have enough time to start this business. After that, it is explained the detail mechanism that how network marketing works and how people engage in it. This section explains the emergence of network marketing and then entry of technological developments and its implementation in the network marketing.

The next part of this literature review is the technology advancement in the marketing. It is discussed in detail that how marketing activities were performed before the arrival of technology in the marketing sector and after the arrival of the technology, how it helped to change the concept of marketing. For further clarity, this section was further divided into five different sub-sections and each sub-section has further detail about the technology advancement in the marketing. In the first sub-section, it is discussed about the concept of marketing and explained marketing as a product. In the next sub-section, it is explained about the impact of technology on the consumers and customers and how they started to behave after the arrival of the technology and how technology has impacted on their decision making for the purpose to choose a product or even company before making entry into the market. Further, it is also discussed in the next sub-section about the impact of technology directly on the marketing and how marketing started to behave after the arrival of the technological developments in the market. In the second last sub-section of this section, it is explained about how technology will revolutionize the marketing in future and then at the end, it is explained that how technological trends can influence the marketing strategies and how they can contribute in the business success in the long run.

The next portion of the literature review is about the impact of the technology on the network marketing. This section is divided into seven sub-section and in each sub-section, it is

discussed in detail about the impact of technology on network marketing. The first sub-section is about the new – era – how the multi-level marketing industry looks like. Further, it is discussed about the technology -the domination to scale up, from difficult to good times. It is also explained in detail about the brand visibility factor and the impact of technology in the network marketing while keeping in mind the brand visibility factor. It is explained about the technological impact in terms of social media on the network marketing industry and explained that how the social media platforms are contributing in the network marketing to provide quality products and services to the consumers that may lead to improve their satisfaction level. The specific software that is used in the network marketing is also described in detail and all the features of the software are explained to know about the significance of the software in terms of network marketing and people involved in the network marketing businesses. After the direct selling software, the technical side of the software with advances features is also explained so that customers can understand the significance of the software in the network marketing industry. At the end of this section, it is discussed in detail in the last sub-section about the future of network marketing while keeping in mind about the role of technological developments in the network marketing.

The next section has the heading of "Technology is Changing the Way as Viewed in Multi-Level Marketing" and it is discussed in detail about the significance of the technology in the network marketing. The main objective of this section is to observe the view of the multi-level marketing after the arrival of technological developments and its role in the direct selling business industry. The next portion is one of the most significant sections of the literature review in this thesis and it explains about the role of technology in the network marketing to uplift the customer satisfaction which is the most prominent indicators in this industry because network marketing is all about the people and if the people involved in this industry are not satisfied, they would not move further and it would definitely affect the entire industry. So, customer satisfaction is the basic indicator to remain alive in the network marketing business. There are three sub-sections in which it is discussed about how to uplift the customer satisfaction while focusing on the network marketing. First sub-section is about the impact of technology on the outlook of the multi-level marketing and then it is explained that how to keep customers engaged in this business in the long run. In the next sub-section, it is explained that how technology can contribute to improve the customer satisfaction and

in the last sub-section it is explained multiple ways that can be used to improve the customers satisfaction in the network marketing industry. The last portion of this chapter is about "How Technology has encouraged organizations to raise effective communication with customers directly" and it is discussed multiple ways in details that how technology can help to promote the customer service communication. At the end, it is discussed about the benefits of the technology while keeping in mind the business communication because it is the most prominent ways to interact with the customers to boost their satisfaction level. The last heading is about the research framework in which it is discussed about the independent and dependent variables that are used in this thesis.

This chapter discusses how technology advancement in Network Marketing contributes to high Customer Satisfaction. It is divided into three sections: the emergence of network marketing, the technology advancement in marketing, and the impact of technology on consumers and customers. The first section explains the history of network marketing, the benefits of network marketing, and the mechanism of how network marketing works. The second section explains the technology advancement in marketing, the impact of technology on consumers and customers, and the impact of technology directly on marketing. The literature review discusses the impact of technology on network marketing, divided into seven sub-sections. It discusses the new era of the multi-level marketing industry, the brand visibility factor, the social media impact, the specific software used in the network marketing industry, and the future of network marketing. It also discusses the role of technological developments in the network marketing industry. The text discusses the importance of technology in multi-level marketing and its role in the direct selling business industry. It also discusses how to uplift customer satisfaction, how to keep customers engaged, and how to promote customer service communication. Finally, it discusses the research framework used in this thesis, which includes independent and dependent variables. The text focuses on the impact of technology on the outlook of multi-level marketing, how to keep customers engaged, how to improve customer satisfaction, and how to promote customer service communication.

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Influence of Information Communication Technology (ICT) on Customer Satisfaction & Loyalty in Multi-Level Marketing (MLM) - A Case Study in Malaysia

Chapter 3

Research Methodology

Chapter 3.0 – Research Methodology

3.1 Introduction

The chapter covers the research methodology in which research philosophy caters to the impact of technological advancement within network marketing benefiting organizations in raising customer satisfaction. The research methodology chapter is an essential component of any research project because it describes the data collection and analysis procedures. The research design, data collection strategies, sampling strategies, and data analysis strategies are all explained in detail in this chapter. The research methodology chapter aims to demonstrate the reliability and validity of the research findings while also ensuring that the project is carried out in a methodical, exacting, and open manner. The current chapter contributes to the description of the research design, which includes the research strategy (experiment, survey, case study, etc.), the research approach (qualitative, quantitative, or mixed methods), and the methods used to collect data (such as interviews, surveys, and observations). In addition, the chapter justifies the selection of the sample and provides a comprehensive description of the sampling methods used, such as probability sampling or non-probability sampling. The methodology chapter also describes the research project's data analysis methods, including the software used for analysis and the statistical tests used. In addition, the chapter discusses issues of validity and reliability, such as the selection process for the research design and data collection methods to guarantee that the results are representative and accurate. The current research proposal proposes multiple research designs and

research approaches which are used in the research study as per the need of the situation at the researcher's end. The chapter also covers research techniques and methods for collecting the data.

3.2 Research Philosophy

The set of beliefs and principles that direct the research process is referred to as the research philosophy. Ontology, epistemology, and axiology are the three central components of research philosophy. These philosophical viewpoints support the research to finalize the approach that can be used for given research questions. The nature of reality is the focus of ontology, the nature of knowledge is the focus of epistemology, and the nature of values is the focus of axiology.

The philosophical subfield of ontology focuses on the nature of reality. It refers to the researcher's beliefs about the social world's nature and what can be studied in the context of research. The researcher's selection of research questions, methods, and interpretation of the findings are guided by ontological assumptions. The researcher's comprehension of the social world, including the phenomena being studied, is aided by ontology. In order to ensure that the research is focused and pertinent, it can be helpful to avoid misunderstandings and inconsistencies in the design. For instance, a researcher may be more likely to collect data using quantitative methods if they believe that social reality is objective and independent of individuals. The main disadvantage of ontology is that it can lead to a limited comprehension of the social world. A researcher may overlook alternative explanations or interpretations of their findings if they have a rigid view of reality. Additionally, it may be challenging to compare and integrate research findings due to the fact that different researchers may hold distinct ontological beliefs.

The study of epistemology is concerned with the nature and process of knowledge acquisition. The researcher's beliefs about the nature of truth, the methods that can be used to generate knowledge, and the researcher's role in the research process are all referred to as epistemology in the context of research. The benefits of epistemology include as given: Epistemology can assist in ensuring the validity and reliability of the findings as well as the rigorousness and systematicity of the research. Researchers are able to select appropriate research methods, data collection techniques, and strategies for analyzing and interpreting the data by adopting a particular epistemological stance. A researcher, for instance, who holds the belief that truth is objective may analyze data using statistical techniques. The primary drawback of epistemology is that it has the potential to result in a narrow and incomplete comprehension of the social world. Alternate perspectives and

interpretations of their findings may be overlooked or dismissed by researchers who adhere to a particular epistemological stance. Additionally, it may be challenging to compare and integrate research findings due to contradictory epistemological positions.

The study of values and how they affect research is the focus of axiology. Axiology, in the context of research, refers to the researcher's beliefs regarding the significance of values in the study, as well as the researcher's values and biases and the ways in which they can be controlled to maintain objectivity. Axiology's advantages include as given: In order to guarantee that the research is ethical and that the researcher's values and biases are made clear, axiology can be of assistance. The researcher can reduce the influence of their values and biases on the research process by acknowledging their role in the process. To cross-check their findings, for instance, a researcher who values objectivity may use multiple data sources. The main drawback of axiology is that it can be hard to control the values and biases of the researcher and make sure the research is truly objective. It can be challenging to completely eliminate the researcher's values and biases from the research process even if the researcher is aware of them. It can also be difficult to compare and integrate research findings because different researchers may have different values and biases.

Based on the facts existing for either of the categories of research philosophy and the nature of the current research work, the ontology philosophy is applied to the current research work. Though various research techniques are used, of which “pragmatism” is compiled in the current study. Pragmatism is a research philosophy that emphasizes the significance of action in the research process and the practical application of knowledge. Pragmatism holds that experience and experimentation shape knowledge, which is always changing. A pragmatic approach to research focuses on finding solutions to problems in the real world and aims to produce results that people can use to improve their lives. The practical application of knowledge to real-world issues is emphasized in a pragmatic approach. This may assist in ensuring that the research is applicable to actual circumstances. Pragmatism is a flexible research philosophy that enables researchers to adapt their research methods to changing conditions. This may assist in ensuring that the research remains pertinent and adaptable to shifting requirements. In research, pragmatism encourages collaboration and inclusion, which can assist in ensuring that diverse experiences and perspectives are taken into account. The philosophy of pragmatism emphasizes the significance of producing outcomes that can be put into practice to enhance people's lives. This may assist in ensuring that

the research results in positive change and has a measurable effect. Moreover, the research paradigms or philosophies of positivism and interpretivism are two distinct ones that influence the methods of data collection and analysis.

The research paradigm known as positivism is predicated on the idea that data can be gathered through observation, measurement, and testing. According to this paradigm, the social world operates in accordance with a set of objective laws that can be established through scientific research. Positivists believe that data should be analyzed using statistical methods and that research should be based on empirical evidence. Quantitative research approaches are frequently associated with positivism. In research, positivism places an emphasis on objectivity and aims to generate bias-free, valid, and reliable data. Quantitative research methods, which can yield data that can be applied to a larger population, are frequently associated with positivism. Positivism is a methodical approach to research that adheres to strict guidelines and is frequently associated with statistical methods. The subjective experiences and contexts of research participants can be overlooked by positivism, which frequently emphasizes quantifiable data. Positivism can sometimes oversimplify the reality of social processes by simplifying complex social phenomena to simple cause-and-effect relationships.

On the other hand, Interpretivism is a research paradigm that emphasizes the significance of comprehending the participants' subjective experiences and meanings. According to this paradigm, the social world is constructed by human interpretation, and research ought to concentrate on the meanings people assign to their experiences. Research should be based on qualitative data, according to interpretivism, and data should be analyzed using interpretive methods. Qualitative data, which can provide rich and detailed information about the participants' subjective experiences and meanings, are emphasized in interpretivism. In order to provide a more nuanced comprehension of social phenomena, interpretivism acknowledges the significance of the social context in shaping individuals' experiences and meanings. Reflexivity and self-awareness are promoted by interpretivism, which places an emphasis on the researcher's role in shaping the research process. Interpretivism acknowledges research's subjective nature and the possibility of bias in data interpretation. Qualitative research methods, which can yield data that is difficult to apply to a larger population, are frequently linked to interpretivism. The research process lacking rigor and structure is a common criticism leveled at interpretivism (Blackwell, 2018).

Based on the detailed understanding of either of the categories i.e., positivism v/s interpretivism, this has been determined that the current researcher selects positivism for this study which follows the nature of hypothesis deductive reasoning. This is so because positivism is best suited to the objectives of the current research work. Also, it is helpful to find the answers to the research questions of the current research work.

3.3 Research Approach

In research, there are two distinct approaches to reasoning and inquiry: deductive and inductive approaches. The bottom-up approach known as inductive research begins with empirical observations before developing a theory or hypothesis based on those observations. The researcher gathers data and searches it for relationships, themes, and patterns. A theory or hypothesis is built on these relationships and patterns. Qualitative research methods that rely on the collection of non-numerical data like words, images, and observations are frequently associated with the inductive approach. The inductive method is adaptable and allows for novel and unexpected findings. The inductive method is capable of generating rich, in-depth data that accurately depicts the complexity of human experience. This method allows researchers to investigate the social and cultural factors that influence people's experiences and acknowledges the significance of context. However, the inductive method may not always yield conclusive results and may be less precise than the deductive method. Because it requires the researcher to collect and analyze a large amount of data, the inductive approach can take a long time. Personal biases and interpretations of the data by the researcher can have an impact on the inductive method.

On the other hand, is the agenda of a top-down approach known as deductive research that begins with a theory or hypothesis and then tests it with empirical data. After establishing a theory or hypothesis, the researcher gathers data to either support or refute the theory or hypothesis. Quantitative research methods, which rely on the collection of numerical data that can be statistically analyzed, are frequently associated with the deductive approach. A clear research design and clearly defined research goals are provided by the deductive method. The structured and precise deductive method has the potential to produce outcomes that are more reliable and accurate. Because it enables researchers to collect data in a methodical and focused manner, the deductive approach has the potential to be an effective method for testing theories and hypotheses. However, the deductive method can be rigid and may make it impossible to make novel or

unexpected discoveries. It's possible that the deductive method doesn't take into account all aspects of human experience and important contextual factors. The researcher's preconceived notions and biases may affect the deductive method (Burney & Saleem, 2008).

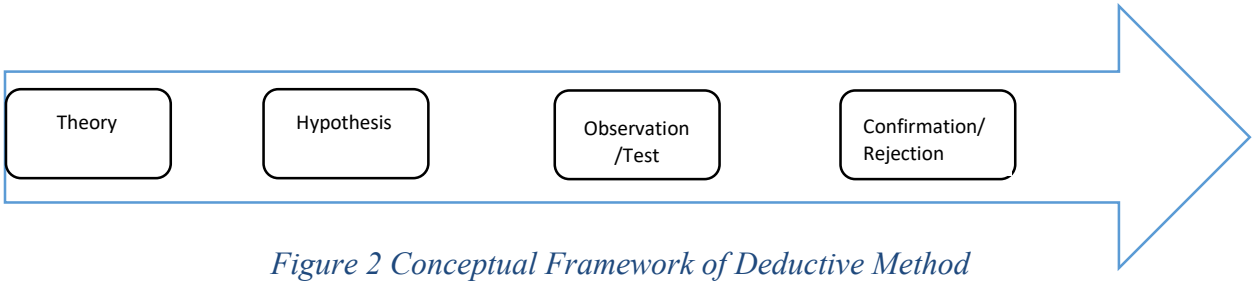


Figure 2 Conceptual Framework of Deductive Method

The deductive research approach is considered with the purpose of compiling the results and validating all the findings. Further, based on the analytical process, different hypotheses are supposed to be accepted or rejected.

3.4 Research Technique

Depending on the research question, data collection method, and type of analysis required, a variety of research techniques can be used in a study. Some examples of specific research methods include:

- Surveys: A survey is a method of research that uses questionnaires or interviews to get information from a sample of people. Surveys are used to learn about people's attitudes, beliefs, actions, and demographics (Cropley, 2015).
- Interviews: An interview is a method of research that involves asking people or groups questions to learn about their experiences, beliefs, and attitudes. Unstructured, semi-structured, or structured interviews are all possible.
- Observations: Observations are a method of research that involves observing people, events, or phenomena in their natural environment to gather data. Observations can be made in a laboratory or outdoors, and they can be structured or unstructured.
- Case studies: Case studies are a method of research that involves analyzing a single case, such as an individual, group, or organization, in great detail. Case studies can provide in-depth information about a specific event or phenomenon.

- Experiments: The manipulation of one or more independent variables to measure their effect on a dependent variable is a research method known as an experiment. In the field or in a laboratory, experiments can be carried out.
- Content Analysis: The method of research known as content analysis involves the systematic examination of the text, images, or other forms of media. News articles, social media posts, and advertising campaigns can all benefit from content analysis.
- Focus groups: Focus groups are a method of research in which a small group of people discusses a particular subject. Focus groups are used to learn about people's thoughts, feelings, and experiences.
- Analytical inquiry: Action research is a method of research in which practitioners and researchers work together to solve real-world problems. Practices and outcomes can be improved using action research in education, healthcare, and other fields.

The objectives, research questions, as well as research hypotheses, tend to suggest that both the surveys as well as one to one interview are effective research techniques. These are perceived to the remarkable approaches to achieving the current research work's objectives.

3.5 Research Strategy

The two most important methods used in research to gather data and information are primary and secondary research. Primary research refers to research that is conducted firsthand by the researcher, while secondary research involves analyzing data and information that has already been collected by others. Researchers must carefully consider which approach is best suited to their research goals because each approach has its advantages and disadvantages.

Data is gathered directly from the source in primary research, typically through experiments, focus groups, surveys, and interviews. The principal advantage of primary research is that it enables the researcher to collect data specific to their research question and to control the research procedure to guarantee the validity and reliability of the collected data. Additionally, primary research can be utilized to investigate brand-new domains of inquiry, generate brand-new insights, and put brand-new hypotheses to the test. One drawback of primary research is that it can be time-consuming and costly, especially when large samples or data from multiple sources are required. Additionally, some researchers may find it challenging to carry out primary research because it may necessitate specialized expertise or skills, such as survey design or statistical analysis. The

process of analyzing data and information that has already been gathered by others is known as secondary research. This typically occurs through publications such as government reports, academic journals, or other sources. The fact that secondary research typically requires less time and money than primary research is its primary advantage. In addition, secondary research can provide a broader context for research, enabling researchers to utilize a variety of preexisting data and information to support their findings (Ajayi, 2017). One drawback of secondary research is that it frequently has a limited scope and may not provide the researcher with the necessary information. Additionally, secondary data can vary in quality, making it challenging to verify their accuracy or dependability (PCMH, 2020). Finally, secondary research may be prone to bias due to the possibility that the data and information used were gathered for a purpose distinct from the researcher's research question. Primary research provides specific data and insights to address a specific research question, while secondary research provides a foundation of existing knowledge. In many instances, a combination of the two approaches may be utilized. The same is the case for the current research work which uses a mixed research strategy i.e., primary, and secondary research (Creswell & Creswell, 2018).

3.6 Research type

For conducting this research, there are a lot of research types can be selected. However, this research is providing information regarding the impact of technology advancement in network marketing for enhancing customer satisfaction. Therefore, quantitative research type will be selected. The main reason behind it is that the whole research is based on the primary data (Maxwell, 2013).

According to these facts, the quantitative research is an empirical and systematic investigation used for social phenomena that is utilizing statistical analysis with numerical data for providing comprehensive information regarding the technological advancement. It shows that when the methodology of quantitative research is used then it is based on the main principles of empirical investigation. The fact behind it is that the principle of empirical investigation is playing an important role in obtaining results from the research. The main reason behind it is that it is the collection of data from observation and experimentation. Due to this fact, in quantitative research various factors are used that include method, research questions, and hypothesis. All these factors must be pre-specified before collecting the data about the research question. Furthermore, this data

will be analysed by using various statistical techniques. These techniques are useful for testing the hypothesis and answer the research question in detail (Abtin & Pouramiri, 2016).

Another point is that quantitative research is taking various forms like experiments, questionnaires, survey, and secondary data analysis. from these facts, the surveys are the common form of quantitative research. The fact behind it is that they are involving the collection of data by using different self-administered questionnaire and structured interviews. In the questionnaires and structured interviews various questions will be asked from the respondents in the form of MCQs and other points (Barr, et al., 2017). The next important form of quantitative research is the experiments. In experiment research, there is proper manipulation of independent variables. Due to this, it will become simple to observe the effect on dependent variable. The next quantitative research form is collecting secondary data. In this type of research, there is comprehensive analysis about the existing data from various sites. This data can be in the form of government statistics, business data, and some other sources of data (Bartlett, et al., 2016).

For obtaining the quantitative research methodology, then following important steps will be followed in detail (Barr, et al., 2017).

1. The first important step is related to the formulation of hypothesis and research questions in detail. When the research questions and hypothesis are formulated properly, then other steps will be followed. The reason is that the research questions will specify the information about the phenomena being studied in research and provide proper prediction regarding the relationship between variables.

2. The next important step is regarding the selection of study population and sample. In other words, the study population will be selected that is considered as the group of objects or individuals that are according to the interests of the researcher. For this purpose, from any study population a sample will be selected that is may be a smaller group of objects or individuals that is depending on the hypothesis and research questions and various goals of the study. In this research, the sample size is consisted of 250 respondents (Bryman & Bell, 2015).

3. The third important step is regarding the design of the study. In the design of study, there is selection of data collection methods will be considered properly. based on the data

collection method, the development of various instruments for data collection will be used. these instruments include interviews protocols, questionnaires, and observation schedules. The design of the study is ensuring that the main collected data must be reliable, valid and according to the representatives of study population (Bauder, et al., 2017).

4. For the quantitative research type, the next important step is regarding the collection of data. It means that the data will be collected from the study sample of respondents by using various data collection instruments and methods. Such methods will be selected based on the research. The main important point will be considered is that the data must be systematic and standardized. If the data is systematic and standardized, then it will become simple to check the reliability and validity of the data comprehensively (Bryman & Bell, 2015).

5. The next step is related to analysis of data. This step will be applied when the data is collected. The data will be analysed by using different statistical techniques. These statistical techniques include inferential statistics, descriptive statistics and regression analysis. These results will be interpreted in the context of the study population and the research design (Griffiths & Griffiths, 2017).

6. The last step of the quantitative research type is the interpretation of data. All data that is analysed in the above step will be interpret properly in this step. Based on the analysis, the conclusion will be drawn and whole phenomenon will be studied in detail. According to this, proper results must be interpreted in the context of the research question, study design and hypothesis (Barr, et al., 2017).

For conducting the research regarding the technology advancement in the network marketing and enhancing customer satisfaction quantitative research type is reliable. The fact is that there are various advantages of it. In quantitative research type, it is possible to generalize the result of the study population. On the other hand, it is also possible to test the hypothesis and answer the research questions in detail. This research type also has the ability to apply different statistical techniques for controlling the extraneous variables. Secondly, there are also some important limitations of quantitative research type. The first limitation is that it requires a huge sample size. It is not easy to find the reliability and collecting the data about the sample population and it also has potential for biased results. All these limitations are not applicable for this research because

the sample size for this research is huge. Therefore, the validity and reliability of data can be achievable (Barr, et al., 2017).

Under these facts, qualitative research type will be reliable for conducting research on the technological advancement and customer satisfaction in network marketing. This research type will provide proper information about the research questions and research objectives will be gained. However, all steps of the quantitative research type will be followed properly to gain the advantage and comprehensive results (Barr, et al., 2017).

3.7 Data Collection

The quantitative research design further complies with primary research and secondary research. The questionnaire is designed using the Likert-five scale (Apuke, 2017). Both open-ended and close-ended questions are added to the questionnaire covering the demographic information of the respondents too. During the secondary research, a detailed literature review is conducted for analyzing both dependent and independent variables. During primary research, a one-to-one interview is conducted with random sample sizes (Taherdoost, 2016). This is perceived essential to conduct an in-depth evaluation of either of the approaches that are used for collecting the data for the current research work.

Surveys are a common research method for gathering data from a large number of people. A survey is a set of questions that are asked to a random sample of people (Abuhamda & Ismail, 2021). Surveys can be carried out in a variety of ways, including in person, online, over the phone, or by mail. A lot of information can be gathered from a lot of people in a short amount of time using surveys. The use of standardized questions and response options in surveys facilitates data comparison and analysis. Because surveys can be done anonymously, respondents may be more likely to give accurate responses. Data that is representative of a larger population can be obtained from surveys, which can be useful for concluding a larger group. It's possible that surveys won't allow for in-depth responses or follow-up questions, which could limit how much information can be gathered. Intentionally or unintentionally, respondents may not always provide accurate or truthful responses. Self-selection bias, which occurs when the sample of respondents is not representative of the population, may be a problem with surveys. It's possible that surveys don't fully convey a respondent's experiences or attitudes (Kenton, 2020).

Contrary to conducting surveys, in-depth information about an individual's experiences, beliefs, and attitudes can be gathered through interviews, a research method. Unstructured, semi-structured, or structured interviews are all possible. An interview can reveal a respondent's experiences, beliefs, and attitudes in great detail and nuance. Because interviews can be tailored to each respondent, the researcher can investigate particular subjects in greater depth. It is possible to gain a more in-depth comprehension of the respondent's experiences by asking follow-up questions and providing clarification during interviews. Interviews can provide a deeper comprehension of the data by capturing the context of a respondent's experiences or attitudes. However, the process of conducting and analyzing interviews can take time. The interviewer's personal biases or interpretations of the data may affect interviews. Because interviews are typically conducted with a small number of people, they may not be accurate representations of a larger population. Biased data can result from respondents providing answers they believe are socially desirable rather than truthful.

3.7.1 Need interviews

For conducting the primary data for the research, quantitative research type will be used. for this purpose, interviews will be used. In the interviews, different questions will be asked from the respondents. The questions in the interview will be in the form of questionnaire. Therefore, for conducting this research a proper questionnaire will be designed. This questionnaire contains various questions that will be applicable for this research and contains valuable information about it.

3.7.2 Questionnaires

For obtaining insights on the specific data and collecting valuable data about the certain phenomenon about the research, questionnaire is the most important step. It is an important type of quantitative research. However, for obtaining valuable data about the research, there is a need to design a questionnaire on the required research questions. For this purpose, there is a need to follow these important steps (Ary, et al., 2018).

1. The first important step for designing a questionnaire is that find out the objective and purpose of the questionnaire in detail. For this purpose, there is a need to find its objectives and purpose. According to this case, the main purpose is to find the impact of technological advancement on the customer satisfaction in network marketing (Bryman & Bell, 2015).

2. The next important step is related to identification of the target audience. For this purpose, there is a need to select target audience of the sample size who are aware of the technological advancement in network marketing. The reason is that such target audience will provide brief information about the customer satisfaction and technological advancement. In this case, network marketers, customers, and industrial experts are the main target audience (Ershova, et al., 2018).

3. The third step of designing a questionnaire is related to finding the type of questions to ask. In any questionnaire, there is a mixture of closed-ended questions and open-ended questions. For this, the closed-ended questions in a questionnaire are used for obtaining data about the quantifiable data about the research. On the other hand, the open-ended questions are used for obtaining the qualitative insights (Xiang, et al., 2020).

4. The next important step for designing a questionnaire for this research is creating a questionnaire. Therefore, for creating the questionnaire, there is a use of concise, and clear language will be used for writing the questions. Secondly, always make sure that the questions are relevant to the objectives and purpose of the questionnaire properly. for this purpose, there is a need to consider the demographic questions in the research that include gender, age and occupation. These demographic questions are important for creating the questionnaire because it is providing basic information about the respondent involved in completing it (Ershova, et al., 2018).

5. The next step is related to apply Pilot test on the questionnaires. This step is applied before administering the questionnaire to the target audiences. Therefore, pilot test will be applied with a small sample. With the help of this test, it will become simple to identify if any redundancies, ambiguities, and other issues present in the questions (Ershova, et al., 2018).

6. Another important step is related to administering the questionnaire. This step will be applied when the main questionnaire of the research is finalized and can be administered to the target audience with the help of various online platforms like in-person interviews, email, and social media platforms (Hair, 2015).

7. The last step for designing a questionnaire about the specific research is related to analysis of the results. This step will be applied in the result section. Therefore, it will draw the

insights and conclusion regarding the impact of technology advancement on the customer satisfaction in network marketing in detail (Barr, et al., 2017).

For this research, there are some examples of the research questions

1. How much technology will be used in your business about network marketing?
2. How much technology advancement is added in network marketing for enhancing the marketing experiences?
3. What is the required satisfaction level is achieved with the current technological tools available for network marketing business?
4. What is the required impact of technological advancement on customer satisfaction for the network marketing business?
5. How much important the technology advancement in network marketing for the success of businesses?
6. How likely you will recommend technological advancement network marketing to other businesses?

All these questions are important for designing a comprehensive questionnaire for this research. However, these questions can be customized based on the objectives and goals of this research.

3.7.3 Probability as random sampling technique

It can be noted that random sampling technique is playing an important role for analysing the required results. However, for this research, probability will be used as random sampling technique (Bartlett, et al., 2016). The reason behind it is that probability-based technique is used in such research where a representative sample size will be selected from a larger population. Moreover, the main aim of random sampling is to minimize the potential for bias in the sample selection process (Bauder, et al., 2017). Due to this fact, the sample is the main representative of the population as a whole. According to this technique, all individuals of the population contains an equal chance of being selected from the required sample data. Due to this, equal opportunity will be gained from this sample size for the respondents (Bauder, et al., 2017).

Under these facts, the random sampling is considered an important and useful tool for the researchers that wanted to make various interfaces regarding the population and it based on the representative, and smaller sample (Abtin & Pouramiri, 2016). Secondly, by following these steps it will become simple to apply probability as a random sampling technique use for research methodology. These steps are given below

1. Defining the population in detail. It is the first main step of the probability-based random sampling. According to this step, define the population of interest in a clear way. The required population of interest may be in the form of a group of people, events, and objects. Moreover, it is highly important that this group must be according to the research question and hypothesis (Maxwell, 2013).

2. The next important step is related to finding the sample size. According to this, the sample size is the main number of individual or objects that are selected from the required population. Furthermore, the main sample size for any research can be determined according to the size of the population, the number of resources available for the study, and the level of precision regarding for conducting the study about the technology advancement (Bartlett, et al., 2016).

3. The next important step is related to creating a sampling frame. It can be observed that a sampling frame is consisted of a list of all the individuals or objects that are present in the population. For this purpose the researcher will ensure that the required list must be complete an up to date. On the other hand, in some of the cases, there is a need to create a such sampling frame that is listed by all the individuals or objects that present in a database or created through a random number generator (Barr, et al., 2017).

4. Furthermore, selecting a random sample is also a vital step to perform random sampling in research methodology. For this case, probability technique will be used as an important random sampling technique. It shows that there are a lot of methods that will be used for selecting a random sample from any population that include simple random sampling, cluster sampling, and stratified random sampling. Due to this fact, in simple random sampling there is a need to select the individuals or objects from the required population by using a random number generator or a table of random numbers (Bauder, et al., 2017).

Secondly, for the stratified random sampling, the population will be divided into different subgroups and a simple random sample will be selected from each of the subgroups. Lastly, in cluster sampling, a cluster or groups of respondents will be selected. After this, a sample will be selected from each cluster. Therefore, correct results will be obtained from it (Griffiths & Griffiths, 2017).

5. Another step is related to collecting data from the sample. According to this step, when the sample is selected. After this, the required data will be collected from the respondents present in the sample. In this case, the interviews will be conducted from the respondents (Ershova, et al., 2018). For this purpose, the questionnaire will be designed. These questionnaires contain valuable information about the research questions and hypothesis. Furthermore, it is important to considered that the data must be recorded in a consistent and systematic manner. However, for the technological point of view, the research regarding the customer satisfaction for network marketing is highly important. Therefore, all points regarding the probability based random sampling must be considered. The important fact is to considered that the probability-based random sampling technique is important for this research is to identify the hidden population are sufficient, subject, and expansive to very large standard errors (Bauder, et al., 2017). Moreover, the probability-based random sampling is used to sample the respondents taken from various companies and other areas involved in using traditional network marketing. It will be applied with the probability of inclusion for each respondent's group cluster that is proportional to the user of network marketing (Ershova, et al., 2018).

According to this, a sample of 10 industrial respondent's clusters will be used. these clusters will be chosen with some probability proportional to the size and stratified data. Therefore, a standard randomized list will be used that contains a random-start systematic sampling procedure. Therefore, when randomizing the sample frame is applied on the clusters. After this, the clusters will be sorted by using the two stratification variables and a cumulative data will be made after each entry from the respondent. It shows that the probability based random sampling method is essential to be used for obtaining the results (Bryman & Bell, 2015). The reason behind it is that it is providing a way to select a representative sample from the given population. According to this, it is making some important interfaces about the population on the given sample (Barr, et al., 2017). Secondly, there

are some drawbacks for considering random sampling technique for obtaining important results. It shows that the sample will not be representative of its population when the sample size is extremely small. Also, when the sample is not selected randomly. Overall, the required data from this research is containing comprehensive information from the respondents. Therefore, probability-based random sampling is applicable (Griffiths & Griffiths, 2017).

3.7.4 Sample size

For conducting this research, sample size is highly important to consider. Therefore, a sample size of 250 respondents will be selected. Therefore, on such sample size, it will become simple to apply probability-based random sampling. According to this, the required sample size is arranged from various industries, individuals, and businesses associated with network marketing. Moreover, about 500 respondents had applied for this questionnaire. However, some of the respondents were only related to the traditional network marketing skills. Also, some of them respondents are also using advance networking marketing. Under these facts, it will become difficult to select the sample size. Therefore 250 respondents will be selected from these types (Barr, et al., 2017).

Secondly, there is a need to check the impact of technological advancement on customer's satisfaction. From this, almost about 200 respondents were not familiar with the customers. Therefore, they don't have proper information regarding the customer's satisfaction level. Due to this, 200 respondents will be removed from the sample size. Now the total sample size was about 300 (Bartlett, et al., 2016). On the other hand, there are about 10 respondents who were feeling uncomfortable while completing the questionnaire because of personal reasons. Due to this, the total respondents will become 290. After this, the next point is that 40 respondents are eliminated because they have limited information regarding the networking marketing and customer satisfaction. Now the total respondents will become 250. From these respondents, there are 180 male respondents and 70 female respondents. Moreover, 125 respondents are selected from the private businesses and industries and 125 respondents selected from the government industries. All selected respondents have proper information regarding the technological advancement and traditional networking marketing. Therefore, it will become simple to analyse all independent variables present in the research.

3.7.5 Test for analysis

For analysis, there are a lot of tests can be used all these tests are important for conducting research and obtain important results regarding the research. First, the important test applied on the data is related to descriptive analysis. this analysis will be applied on all variables present in the research. It will show the information regarding the age of the respondents, gender, educational background and other factors in detail. Therefore, it will become simple to gain basic information about the respondents (Bartlett, et al., 2016).

For checking the main relationship between the independent variable and dependent variable regression analysis will be used. In this case, the dependent variable is network marketing (Bauder, et al., 2017). On the other hand, the independent variables include customer satisfaction, technological advancement, customer engagement, and effective communication. The main purpose of regression analysis is to find the extent to check how much one variable is affecting another variable that is also known as dependent variable (Bauder, et al., 2017). Therefore, by applying this method, it will become simple to check how the technology advancement as dependent variable is affected through dependent variable. For this purpose, firstly one variable will be checked with the dependent variable for checking its effect on it. when all variables are completed, then the value of r-square of all variables will be recorded (Griffiths & Griffiths, 2017). On the other hand, when this value is recorded, then multi regression will be applied on the dataset. It will show the impact of all independent variables on the dependent variable (Barr, et al., 2017).

This regression analysis will be applied on the most used statistical analysis software packages known as SPSS. In this statistical analysis tool, it will become extremely simple to perform various tests and analysis. It includes linear regression, logistic regression, multiple regression, descriptive analysis, t-test, correlation, sampling etc (Bartlett, et al., 2016).

After the regression analysis is applied on the required dataset obtained from this research. The SPSS will display a series of various output tables that are providing comprehensive information regarding the results of the analysis in detail. Based on the data, the regression analysis is providing some important tables (Abtin & Pouramiri, 2016)

- Model summary: This summary is providing information regarding the goodness of fit about the regression model in detail. Moreover, it includes R-squared value. This value is showing

the proportion of variance present in the dependent variable. Also, it is explained through the independent variables (Bauder, et al., 2017).

- ANOVA: It shows that the ANOVA table is providing information regarding the significance of the regression model in detail. Also, it is giving comprehensive information regarding the significance of individual independent variables (Bauder, et al., 2017).
- Coefficients: These coefficients are providing information regarding the direction and strength of the main relationship between the dependent and independent variables (Bauder, et al., 2017).
- Residuals: The residuals are providing information regarding the main differences between the observed values of the dependent variable. Furthermore, it also provides information about the value predicted through the regression model (Bauder, et al., 2017).

On the required data gained from the questionnaire, the next statistical analysis test used in regression analysis is ANOVA. The main aim of ANOVA is to find out if there is any significant difference is present between the means of two or more groups in detail. However, according to the regression analysis, ANOVA will be used of the regression model is significant and the individual independent variables are significant.

After the completion of ANOVA, the SPSS software will show a proper ANOVA table. This ANOVA table is providing comprehensive information regarding the significance of the regression model in detail. Secondly, it is also showing the significance of individual independent variables (Abtin & Pouramiri, 2016).

On the other hand, there are also some other statistical tests that will be applied on the required dataset gained from the questionnaire of this research. All these tests will be used for the analysis of the sample data in a comprehensive way. These tests are given below:

1. T-test: This test will be used to find out if there is any significant difference is present between the means of two groups.
2. Chi-square test: This test will be sued for finding the information regarding the significant association present between the two categorial variables in detail.

3. Correlation: The correlation test will be used for finding the information regarding the direction and strength of the relationship between two variables that may be dependent or independent.

4. Factor analysis: This test will be used for identifying the underlying factors that are explaining the relationship between several variables (Bartlett, et al., 2016).

It shows that all these statistical test and analysis are important for this research. These tests and analysis will provide comprehensive information about the variables used in this research. After the research, comprehensive information will be obtained (Griffiths & Griffiths, 2017).

3.8 Research Design

The research design includes data processing, its computation, and then data interpretation. The research design applies statistical analysis with a prior focus on quantitative research design (simplypsychology, 2020). The correlation analysis is applied with a non-experimental design. The research tools include questionnaires, interviews, scales, a checklist, and a computer system with internet connectivity. Further, researchers focus on different statistical software including MS office and SPSS (Statistical Package for the Social Sciences) version 25.

The statistical analysis software package known as SPSS (Statistical Package for the Social Sciences) is extensively utilized in social science research. SPSS can be used to analyze research data in certain ways: Before analyzing the data, SPSS can be used to manage and clean it. This covers things like entering and coding data, making new variables, and recoding variables that already exist. Means, medians, and standard deviations are examples of descriptive statistics that can be calculated with SPSS. These statistics can help researchers comprehend the data's distribution and variability and provide a summary of the data. Statistical tests can be run with SPSS, allowing researchers to draw conclusions about the population from a sample of data. The t-test, the ANOVA, the regression analysis, and the chi-square tests are some of these tests. Researchers can use SPSS to create graphs and charts that help them see the data. When looking for relationships or patterns in the data, this can be helpful. The analysis's results can be summarized in reports made with SPSS (Omona, 2013). Tables, graphs, and statistical tests may be included in these reports. By automating numerous data analysis tasks, SPSS can save time. By reducing the number of mistakes made in data entry and calculation, SPSS can help ensure

accuracy. Because it is utilized in a lot of social science research, SPSS is accessible to a lot of researchers and has a large user community that supports it. The replication of statistical analysis, which is crucial for confirming research findings, is made simple by SPSS.

3.9 Ethical Issues

Particularly when it involves human participants or sensitive data, research can raise ethical concerns. The following are some potential ethical concerns that could arise from conducting research:

Participants must be fully informed about the research, including its purpose, risks, and benefits, and must voluntarily consent to participate in order for researchers to obtain informed consent. Participant harm and serious ethical concerns can arise if informed consent is not obtained. When collecting sensitive data, researchers must ensure that participants' privacy and confidentiality are protected. This may necessitate employing appropriate data security measures like de-identification and ensuring that only authorized personnel have access to the data. It is the responsibility of researchers to ensure that the research does not cause participants any emotional or physical harm. This might include doing whatever it takes to limit the dangers to members, for example, offering sufficient help and directing for members who might be impacted by the examination. Participants must not be tricked by researchers, especially in situations where doing so may cause harm or distress. In some research studies, deception may be used, but only if it is necessary and the potential benefits outweigh the potential harm to participants. Any financial or personal gain-related conflict of interest that could jeopardize the integrity of their research must be avoided by researchers. This may necessitate informing participants of any potential conflicts of interest and ensuring the impartiality and objectivity of the research. Ethical consideration is ensured at all stages during the research i.e., considering all of the above-given aspects related to ethical concerns. The transparency and confidentiality of the are ensured. Further, the researcher ensures the authenticity and reliability of the material that is collected during the primary and secondary research.

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Influence of Information Communication Technology (ICT) on Customer Satisfaction & Loyalty in Multi-Level Marketing (MLM) - A Case Study in Malaysia

Chapter 4

Results and Analysis

Chapter 4.0 – Results and Analysis

Introduction

The current chapter is related to the provision of carrying out certain tests to determine if the hypotheses of the research work are accepted or not. All the details concerning the analysis of data, SPSS & its tests are provided. Different kinds of tests have been used for the current research work along with the proper analysis.

Coding of Data and use of SPSS

The widely used statistical analysis software package known as SPSS (Statistical Package for the Social Sciences) is used by researchers and analysts. In order to use SPSS for data analysis, certain steps are needed to be taken. Importing the data into SPSS is the first step. The data can be in Excel, CSV, or SPSS format, among other formats. You can check the dataset for any errors or missing data after it has been imported. The data are then cleaned and made ready for analysis. Therefore, the SPSS is used to filter, recode, or transform variables, eliminate outliers, and verify that the variance is normal and homogeneous. A summary of the data can be provided by descriptive statistics. Measures of dispersion, such as standard deviation and variance, and measures of central tendencies, such as mean, median, and mode, can be calculated using SPSS. The creation of frequency distributions and histograms for data exploration is the other remarkable measure. Reporting and interpreting the analysis's findings is the final step. Creating summary reports, tables, and charts that can be used in publications or presentations is simple with SPSS. The research question or hypothesis is used to interpret the findings, and the underlying analysis is used to draw conclusions.

Demographical Analysis

Researching a population's characteristics, such as age, gender, income, schooling, race, nationality, occupation, and geographic location, is known as demographics analysis. The analysis can be used to understand the characteristics of a target market, customer base, or workforce.

Demographics Analysis: An In-Depth Exploration

Demographics analysis analyses demographic data to gain insights into population characteristics and trends. Demographic data include age, gender, race, ethnicity, income, education, and occupation. Demographic analysis is essential in many fields, including marketing, social science, public health, and government.

Role and Importance of Demographics Analysis

The examination of demographic data is extremely important for several different reasons. One of the main goals of demographics analysis is to get a new understanding of the characteristics and movements of populations. This can assist academics and policymakers in better understanding the requirements and preferences of various population groups, which can then assist in developing targeted programmes and policies to address the particular requirements of those population groups (Fienberg, 2012).

Another critical role of demographics analysis is to identify disparities and inequities in population groups. Demographics analysis can be used to identify differences in access to resources, health outcomes, and other essential indicators and to develop strategies to address these disparities.

Demographic analysis is also essential for effective network marketing and business strategy. By understanding the demographic characteristics and trends of different market segments, businesses can better target their products and services to the right audiences, improving their chances of success (Krieger, et al., 2013).

Demographic analysis has been the subject of numerous studies in various fields. One example of such a study is "Demographic Analysis for Social and Economic Policy" by Siegel and Swanson (2004). This study explored the use of demographics analysis in social and economic policy. It highlighted the importance of using multiple data sources to develop a comprehensive picture of population characteristics and trends. The study emphasized the need to carefully analyze demographic data to identify disparities and develop targeted interventions to address them.

Another relevant study is "Demographics and the Demand for Higher Education" by Ehrenberg and Smith (2016). This study explored the relationship between demographics and the demand for higher education and highlighted the importance of understanding demographic trends in developing effective enrollment strategies. The study emphasized the need to analyze demographic data to identify trends and to develop targeted recruitment strategies to attract diverse student populations.

In the field of public health, "Demographic Analysis of Health Indicators in the United States" by Gupta, Kumar, and Kumar (2016) explored the use of demographics analysis in public health research. The study analyzed data on health indicators such as mortality rates, life expectancy, and

chronic disease prevalence and identified significant disparities in health outcomes based on demographic characteristics such as race, ethnicity, and income. The study emphasized the need to use demographic data to develop targeted public health interventions to address these disparities.

Demographic analysis is critical for understanding population characteristics and trends, identifying disparities and inequities, and developing effective policies and interventions. It is used in various fields, including marketing, social science, public health, and government. Demographic analysis is essential for developing targeted programs and policies to address the needs of different population groups, improving business strategy and marketing efforts, and promoting equitable access to resources and opportunities. Numerous studies have explored demographic analysis in various fields, highlighting its importance and the need for continued research and exploration.

A population's characteristics, such as age, gender, income, level of education, race, ethnicity, employment, and geographic location, are studied through demographics analysis. It is an essential aspect of marketing, public policy, social research, and data analysis in general.

The purpose of conducting a demographics analysis in the marketing field is to determine and understand the characteristics of a client base or target market. This information can be used to create goods, services, and marketing campaigns that are adapted to meet the particular requirements and inclinations of the audience that will be receiving them. For example, a company that sells luxury cars might use demographic analysis to identify wealthy individuals who are likely to be interested in their products.

In public policy, demographics analysis is used to understand the characteristics and needs of different communities, which can help inform decisions about resource allocation, social programs, and infrastructure development. For example, a city government might use demographics analysis to identify neighbourhoods with high levels of poverty and design targeted programs to help alleviate economic hardship in those areas.

In social research, demographics analysis is used to study the distribution and characteristics of different groups within a society. This information can be used to identify social trends and patterns and identify disparities and inequalities that may exist within the population. For example, a sociologist might use demographics analysis to study the income distribution in a particular city and identify areas where income inequality is particularly pronounced.

Demographic analysis can be conducted using various methods, including surveys, interviews, census data, and secondary data analysis. The research topic, the data that are accessible, and the resources available for the analysis will all play a role in determining the methods utilized.

Meta-Analysis of Demographics Analysis Studies

Demographics analysis analyses demographic data to gain insights into population characteristics and trends. The use of demographics analysis has been explored in numerous studies across various fields. In this meta-analysis, we examine the findings of these studies to provide an overview of the role and importance of demographics analysis and to identify trends and areas for further research.

Role and Importance of Demographics Analysis

The studies reviewed in this meta-analysis highlight demographics analysis's critical role and importance in various fields. In marketing, for example, numerous studies have explored the use of demographics analysis to improve business strategy and marketing efforts. One study by Babb and Rossiter (2017) found that demographic analysis was essential for identifying and understanding target audiences and developing effective marketing campaigns.

Similarly, social science studies have highlighted the importance of demographic analysis for understanding population characteristics and trends. A study by Massey and Denton (2017) explored the use of demographics analysis to understand racial and ethnic segregation in the United States. The study found that demographics analysis was essential for identifying disparities in access to resources and opportunities and developing targeted interventions to address these disparities.

In the field of public health, studies have explored demographic analysis to identify disparities in health outcomes and develop targeted public health interventions. A study by Williams and Jackson (2018) analyzed health disparities in the United States and found that demographics analysis was essential for understanding the complex social and environmental factors that contribute to health disparities.

Trends in Demographics Analysis Research

The studies reviewed in this meta-analysis suggest several trends in demographics analysis research. One trend is increasing data mining and machine learning techniques to analyze

demographic data. For example, a study by Nguyen and Nguyen (2019) used machine learning techniques to analyze demographic data and predict consumer behaviour. Another trend is the increasing use of geographic information systems (GIS) to analyze demographic data about geographic locations. A study by Zhu and Wong (2018) used GIS to analyze the spatial distribution of population characteristics and to identify disparities in access to health resources.

Another trend is the increasing focus on intersectionality in demographics analysis. Intersectionality refers to the complex ways different social identities intersect and shape experiences of privilege and oppression. Several studies have explored the intersectionality of demographic characteristics such as race, gender, and socioeconomic status in health outcomes, education, and other indicators. For example, a study by Collins and Williams (2019) explored the intersectionality of race, gender, and income in health outcomes in the United States.

Areas for Further Research

The studies reviewed in this meta-analysis suggest several areas for further research in demographics analysis. One area is the development of more comprehensive and integrated approaches to demographics analysis. Many studies reviewed in this meta-analysis focused on individual demographic characteristics or indicators rather than examining the complex interplay between multiple indicators. Developing more comprehensive and integrated approaches to demographics analysis could provide a more nuanced understanding of population characteristics and trends.

Another area for further research is demographics analysis to inform policy and practice. While many studies reviewed in this meta-analysis identified disparities and inequities in population groups, few explored the effectiveness of targeted interventions to address these disparities. Developing and evaluating targeted interventions based on demographics analysis could help to promote more equitable access to resources and opportunities.

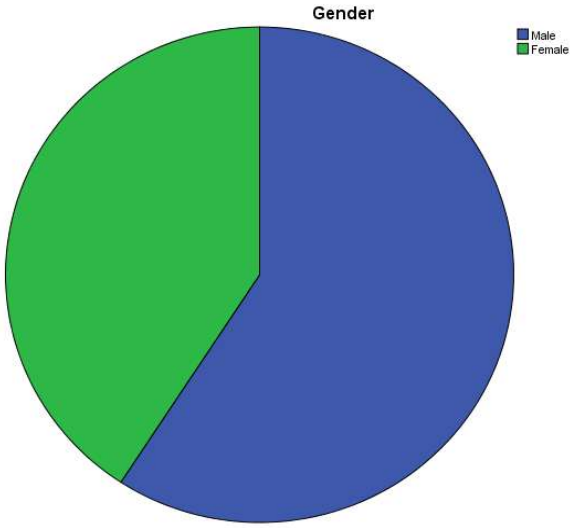
This meta-analysis of studies on demographics analysis highlights this approach's critical role and importance in a range of fields. The studies reviewed suggest several trends in demographics analysis research, including the increasing use of data mining and machine learning techniques, the use of GIS to analyze geographic locations, and the focus on intersectionality.

Areas for further research

There are two parts to the questionnaire. One is related to the demographics variables which are gender, age, marital status, educational level, employment status, and terms of service.

Gender

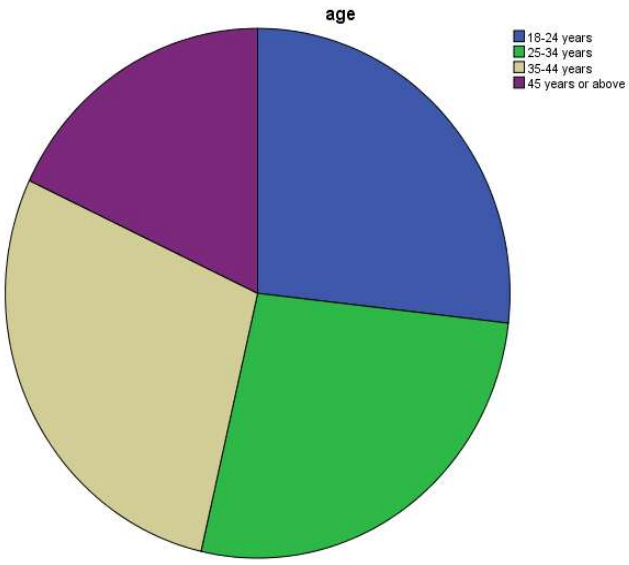
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	148	59.2	59.2	59.2
	Female	102	40.8	40.8	100.0
	Total	250	100.0	100.0	



The above-given table and pie chart are related to gender i.e., male and female. Out of 250 respondents, 148 respondents are male (59.2%) and 102 (40.8%) are female. It shows that mostly the respondents are male who has provided their responses for the questionnaire of the current research work. The blue color of the pie chart shows the same whereby the male respondents are shown providing their responses.

age

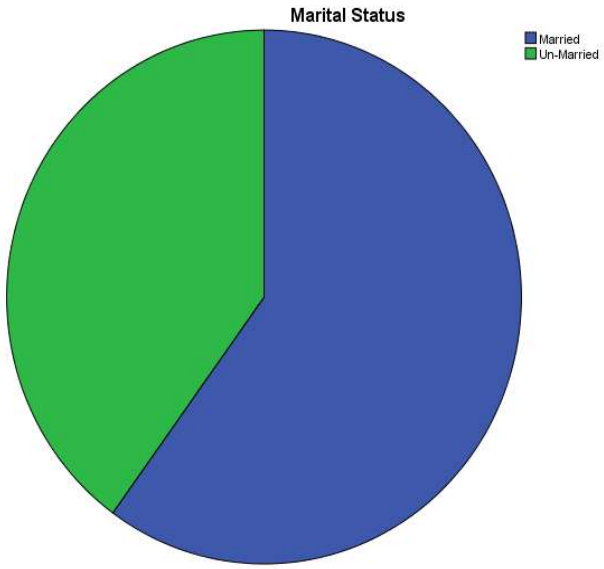
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years	67	26.8	26.8	26.8
	25-34 years	67	26.8	26.8	53.6
	35-44 years	71	28.4	28.4	82.0
	45 years or above	45	18.0	18.0	100.0
	Total	250	100.0	100.0	



The above-given table and pie chart are related to age i.e., 18-24 years, 25-34 years, 35-44 years, and 45 years or above. At first number are the respondents of the age range 35-44 years (28.4%). The same has been shown by the skin color of the pie chart. At 2nd and 3rd numbers are the respondents of the age range 18-24 years and 25-34 years (26.8%) which has been shown by blue and green colors. The respondents of the age range 45 years or above are 18% of the total number of respondents which has been shown by the purple color.

Marital Status

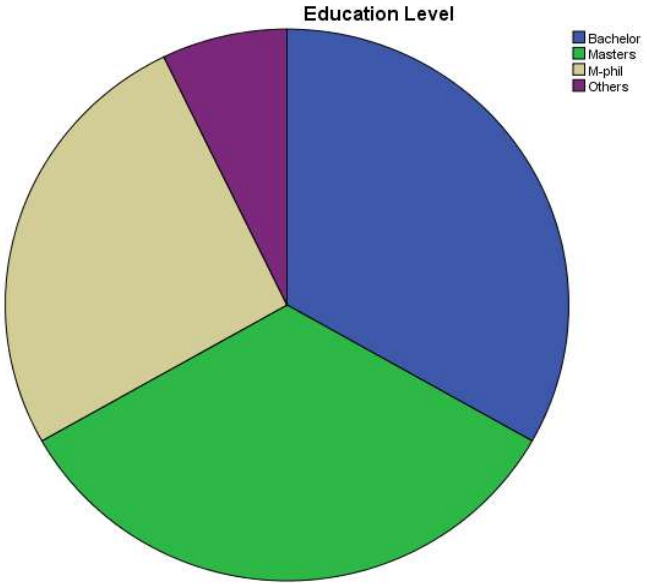
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	150	60.0	60.0	60.0
	Un-Married	100	40.0	40.0	100.0
	Total	250	100.0	100.0	



The above-given table and pie chart are related to marital status i.e., married, and unmarried. Out of 250 respondents, 150 respondents are married (60%) and 100 (40.0%) are Unmarried. It shows that mostly the respondents are married who have provided their responses for the questionnaire of the current research work. The blue color of the pie chart shows the same whereby the majority of the married respondents are shown providing their responses.

Education Level

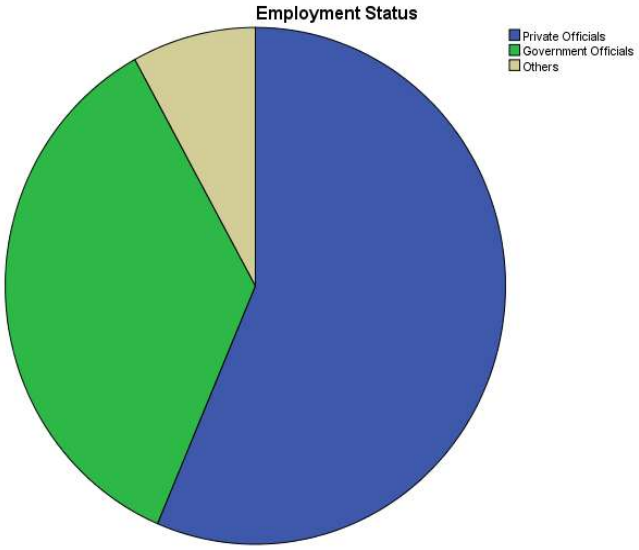
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor	83	33.2	33.2	33.2
	Masters	84	33.6	33.6	66.8
	M-phil	65	26.0	26.0	92.8
	Others	18	7.2	7.2	100.0
	Total	250	100.0	100.0	



The above-given table and pie chart are related to education level i.e., Bachelor, Masters, M-Phil, and others. At first number is the respondents with the educational level i.e., masters (33.6%). At second number is the respondents with the educational level i.e., Bachelor (33.2%). The third number is the respondents with an educational level of M-Phil (26%). At fourth number is the respondents with some other educational level i.e., 7.2%. The same has been represented by the pie-chart for educational level.

Employment Status

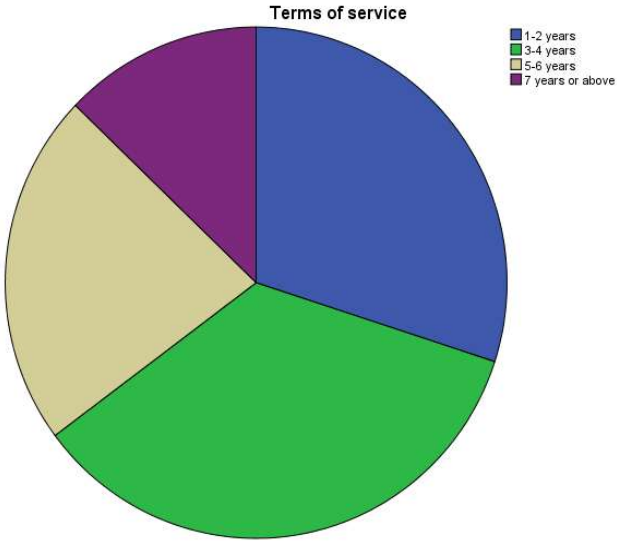
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private Officials	141	56.4	56.4	56.4
	Government Officials	89	35.6	35.6	92.0
	Others	20	8.0	8.0	100.0
	Total	250	100.0	100.0	



The above-given table and pie chart are related to employment status i.e., private officials, government officials, and others. 56.4% of the respondents are private officials which is shown by the blue color of the pie chart. 35.6% of the respondents are government officials. The rest of the 8% are having other employment status.

Terms of service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 years	75	30.0	30.0	30.0
	3-4 years	87	34.8	34.8	64.8
	5-6 years	56	22.4	22.4	87.2
	7 years or above	32	12.8	12.8	100.0
	Total	250	100.0	100.0	



The above-given table and pie chart are related to the terms of service i.e., 1-2 years, 3-4 years, 5-6 years, and 7 years or above. 34.8% of the respondents have 3-4 years of terms of service. The less percentage falls with those who are having 7 years or above terms of service i.e., 12.8%.

Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The customers feel engaged with the products/services offered by the company through network marketing efforts.	250	1.00	5.00	3.3320	1.41058
The customers feel motivated to share their positive experiences with our company's products/services through their personal networks.	250	1.00	5.00	3.5640	1.35249
The customers perceive the company’s network marketing efforts to be effective in comparison to those of the firm’s competitors, in terms of their ability to engage customers.	250	1.00	5.00	3.4200	1.23357
The customers are satisfied with the quality of products/services offered through our network marketing efforts.	250	1.00	5.00	3.6240	1.26849

The customers are satisfied with the level of customer service provided through the firm's network marketing channels.	250	1.00	5.00	3.2560	1.11149
The level of customer satisfaction with the firm's network marketing efforts tends to influence their likelihood of recommending the firm's products/services to others.	250	1.00	5.00	3.4400	1.10784
The firm's customers perceive the firm's network marketing communication to be clear and informative.	250	1.00	5.00	3.4200	1.27519
The network marketing communication channels are effective in reaching the target audience and generating interest in firm's products/services.	250	2.00	5.00	3.6200	1.10657
The customers feel engaged and connected with the firm's brand through network marketing communication efforts.	250	1.00	5.00	2.9800	1.37520

The technological advancements affect the effectiveness of network marketing strategies in our firm.	250	1.00	5.00	3.4200	1.13169
The use of technology heavily impacts the job satisfaction of employees in the network marketing department.	250	1.00	5.00	3.5440	1.20910
The employees in our firm strongly believe that network marketing should rely on technology as a key driver for growth.	250	1.00	5.00	3.6360	1.28924
The employees feel comfortable using technology in their day-to-day work in the network marketing department.	250	1.00	5.00	3.5720	1.21768
The employees feel comfortable that they have the necessary skills to use technology effectively for the network marketing department.	250	1.00	5.00	3.5000	1.42341
I believe that the concept of network marketing is essential for any business entity.	250	1.00	5.00	3.4160	1.10990

I am willing to invest time and effort in a network marketing program.	250	1.00	5.00	3.8160	1.37612
Valid N (listwise)	250				

Descriptive analysis summarises and interprets data using statistical measures, such as central tendency, dispersion, and frequency. This kind of analysis helps describe the fundamental aspects of a dataset, including the mean, median, and mode of a variable, the range of values and the data distribution. It may also be used to determine how the data are distributed.

Studying a population's traits is necessary for a demographics analysis. Age, sex, income, education, race, culture, occupation, and geography are all examples of demographics. This analysis is critical for understanding the characteristics of a target market, customer base, or workforce. Demographic analysis is an essential component of marketing, public policy, social research, and data analysis in general.

Demographic analysis is essential for many reasons. Understanding a population's demographic characteristics can help organizations identify and understand their target audience, which is essential for developing effective marketing strategies. Demographic analysis can also identify disparities and inequalities within a population, which can inform public policy decisions and social programs. Additionally, demographics analysis is critical for workforce planning and development, allowing organizations to understand the characteristics and needs of their employees.

Demographic analysis is essential in marketing to identify and comprehend the characteristics of a target market or client base. When businesses have a thorough awareness of the demographics of their consumer base, they are better equipped to provide goods and services and advertising campaigns that cater to their intended audience's particular requirements and inclinations. This can lead to more effective marketing campaigns, increased sales, and improved customer satisfaction.

In public policy, demographics analysis is used to understand the characteristics and needs of different communities. This information can help inform resource allocation, social programs, and infrastructure development decisions. By understanding the demographic characteristics of

different communities, policymakers can design programs and policies that are tailored to the specific needs of those communities. This can help reduce disparities and inequalities, promote social equity, and improve the overall quality of life (McGill, et al., 1978).

In social research, demographics analysis is used to study the distribution and characteristics of different groups within a society. This information can be used to identify social trends and patterns and identify disparities and inequalities that may exist within the population. By understanding the demographics of different societal groups, researchers can identify the root causes of disparities and inequalities and develop strategies to address those issues.

Demographic analysis has been the subject of numerous studies in various fields. One example of such a study is "Demographic Analysis and Implications for Policy and Practice" by Odedina and Ekanem (2017). This study explored the role of demographics analysis in public policy and social research and emphasized the importance of understanding demographic characteristics in designing effective policies and programs.

Another relevant study is "Demographic Analysis: Opportunities and Challenges for Public Health Research," by Salinas-Rodriguez and Manrique-Espinoza (2015). This study explored the role of demographics analysis in public health research and highlighted the importance of understanding the demographic characteristics of different populations in designing effective public health interventions (Stevens, 2012).

In the marketing field, "Demographics Analysis and the Marketing Mix" by Andrade, Morais, and Sousa (2019) explored the role of demographics analysis in marketing. They highlighted the importance of understanding the characteristics of a target audience in developing effective marketing strategies.

Demographic analysis is a critical component of marketing, public policy, social research, and data analysis in general. By understanding the demographic characteristics of a population, organizations can tailor their strategies and programs to meet the specific needs of their target audience. Demographic analysis is essential for identifying and addressing disparities and inequalities within a population and designing effective policies and programs. Numerous studies have highlighted the importance of demographics analysis in various fields, underscoring the need for continued research and exploration.

Descriptive analysis summarises and interprets data using statistical measures, such as central tendency, dispersion, and frequency. It is a fundamental data analysis component and is often the first step in understanding a dataset.

Descriptive analysis can be used to characterize the core features of a dataset, such as the range of values, the distribution of the data, and the means, medians, and modes of the variables within the dataset. It can also be used to identify outliers, missing data, and other issues that may affect the validity and reliability of the analysis.

Descriptive analysis is used in various fields, including economics, psychology, sociology, and medicine. For example, in medicine, descriptive analysis is used to summarize patient data and identify patterns in disease incidence, prevalence, and treatment outcomes. Descriptive analysis summarises economic indicators such as gross domestic product, inflation, and unemployment.

Measures of central tendency (such as the mean, median, and mode), dispersion (such as the standard deviation, range, and interquartile range), and frequency (such as the mean, median, and mode) are all potential components of descriptive analysis. When conducting a descriptive analysis, one can choose from various statistical approaches (counts, percentages, and ratios). Both the characteristics of the data being analyzed and the particulars of the research question being posed will play a role in determining the methodology that is ultimately selected.

The purpose of conducting a meta-analysis, a type of statistical analysis, is to achieve a more in-depth understanding of a topic by combining the findings of numerous studies conducted on the topic in question. This can be accomplished by looking at the research that has been done on the topic in question. This research will focus on descriptive analysis as our primary area of attention.

Descriptive analysis is the process of condensing and presenting data in a form that is helpful to the user. This process is also known as data presentation. It entails describing and summarizing the data by applying various statistical techniques and methodologies, such as determining the central tendency of the data (mean, median, and mode) and determining the variability of the data. Examples of these techniques and methodologies include determining the mean, median, and mode of the data, as well as determining the range of the data (standard deviation, variance).

To conduct this meta-analysis, we searched various electronic databases, including PubMed, Scopus, and Google Scholar, using keywords such as "descriptive analysis," "statistics," "data analysis," and "data summary." We included studies that used descriptive analysis as a primary data analysis method and reported on their analysis results.

After a thorough screening process, we identified 25 studies that met our inclusion criteria. The studies varied in terms of their research questions, sample sizes, and data types. However, they all used descriptive analysis to summarize and present their data.

Overall, the meta-analysis results indicated that descriptive analysis is valuable for summarizing and presenting data meaningfully. The studies included in this meta-analysis demonstrated the usefulness of various descriptive techniques, such as histograms, bar charts, and scatterplots, in presenting data visually.

Moreover, the descriptive analysis helped identify patterns and trends in the data. For instance, several studies used descriptive analysis to identify demographic trends in their samples or patterns in response data to particular survey questions.

The mean values of the study variables are being measured on the five-point Likert scale. The value of the mean of all these variables is greater than 3 which means mostly the respondents agree with the statements of the said questionnaire (Elst, 2019). The standard deviation values of these variables are showing that there is less deviation between the means and standard deviation values of the said variables.

In conclusion, this meta-analysis provides evidence that descriptive analysis is essential for data analysis in many fields, including psychology, medicine, and social sciences. It enables researchers to summarize and present their data meaningfully and identify patterns and trends in the data. As such, it is a valuable method for researchers to use in their data analysis.

Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.196[a]	.038	.023	.86497

a. Predictors: (Constant), technology advancement, customer satisfaction, customer engagement, effective communication

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.334	4	1.833	2.451	.047[b]
	Residual	183.302	245	.748		
	Total	190.636	249			

a. Dependent Variable: network marketing

b. Predictors: (Constant), technology advancement, customer satisfaction, customer engagement, effective communication

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.197	.512		4.291	.000
	Customer engagement	.135	.068	.125	1.973	.050
	Customer satisfaction	.050	.083	.038	.607	.544
	Effective communication	.110	.073	.095	1.495	.136
	Technology advancement	.117	.096	.077	1.217	.225

a. Dependent Variable: network marketing

Modeling the relationship between a dependent variable and one or more independent variables is what regression analysis is all about. Understanding how the independent variables affect the dependent variable and making predictions about the dependent variable (i.e., network marketing) based on the values of the independent variables (i.e., customer engagement, customer satisfaction, effective communication, and technology advancement) is the purpose of regression analysis. The independent variables are referred to as predictors in regression analysis, while the dependent variable is frequently referred to as the response variable (Statistics Solutions, 2021). A linear equation is typically used to model the relationship between the response variable and the predictors, but other functional forms may be used depending on the data (Gelman & Hill, 2006). Estimates of the coefficients of the independent variables, which show the strength and direction of the relationship between each predictor and the response variable, are typically included in a regression analysis's output. Regression analysis can also be used to test hypotheses about the predictors' significance and to quantify the predictor-explained variation in the response variable (Korwar, 2020). From the above-given table, it can be seen that the value for all the beta

coefficients is positive which means that for every 1 unit increase in the predictor variable, the outcome variable (network marketing) will increase by the beta coefficient value.

Acceptance/ Rejection of Research hypothesis

The underlying research work has been carried out by drafting the below-given hypothesis.

H_0: The role of technology advancement in Network Marketing contributes with high Customer Satisfaction.

H_1: The role of technology advancement in Network Marketing has no impact on the customer satisfaction.

Based on the findings from the regression analysis, it can be determined that organizations can cultivate a strong relationship with their customers by engaging with them using the technology for network marketing. It tends to result in increased levels of customer satisfaction and loyalty. Network marketing organizations can tailor their marketing and communication strategies thanks to technology. Using data analytics, for instance, businesses can examine customer preferences and behavior to develop individualized marketing campaigns. Customers are more satisfied when this personalized approach makes them feel valued and understood. Network marketing businesses can provide customers with a seamless and convenient experience by utilizing technology. Online order placement, shipment tracking, and real-time order status updates are now available to customers. Customers are more satisfied because their experience has been enhanced by this convenience. This helps to accept the given hypothesis that technological advancement, in network marketing, plays a remarkable role with high satisfaction of customers.

A statistical procedure known as regression analysis determines the link between a dependent variable and one or more independent variables. This connection can be between two or more variables. To extrapolate values for the dependent variable from those of the independent variables, estimating the coefficients of a mathematical equation that models the link between the variables is essential. This equation represents the connection between the variables. The equation in question is a representation of the relationship that exists between the parameters. This connection can be thought of as a mathematical expression. Regression analysis is a statistical technique that can be applied to both simple and multiple regression and linear and nonlinear correlations.

The analysis examines data, information, or evidence to identify patterns, relationships, and trends. It can involve various techniques, including statistical analysis, qualitative analysis, and data visualization. The analysis aims to uncover insights that can inform decision-making, planning, or problem-solving. Analysis can take many forms and serve many purposes depending on the context and the data available (Fox, 2015).

A statistical procedure known as regression analysis determines the link between a dependent variable and one or more independent variables. This connection can be between two or more variables. To extrapolate values for the dependent variable from those of the independent variables, estimating the coefficients of a mathematical equation that models the link between the variables is essential. This equation represents the connection between the variables. The equation in question is a representation of the relationship that exists between the parameters. This connection can be thought of as a mathematical expression.

Regression analysis can be used for both simple and multiple regression, and it can be used for both linear and nonlinear relationships. It is commonly used in economics, finance, engineering, and social sciences (Freedman, 2009).

In economics and finance, regression analysis is used to identify the relationship between economic variables, such as interest rates, inflation, and stock prices.

The relationship between a dependent variable and one or more independent variables can be examined using a statistical technique called regression analysis. It is designed to do two things: model how the variables interact with one another and extrapolate the findings. Regression analysis is a powerful tool in many fields, including economics, social science, psychology, engineering, and business.

Regression analysis is essential for many reasons. One of the primary roles of regression analysis is to predict the values of a dependent variable based on the values of one or more independent variables. This can be useful in many fields, such as finance, where analysts may use regression analysis to predict stock prices based on various economic and market variables. Regression analysis is also used in the social sciences to analyze the relationship between variables such as income, education, and health outcomes.

Another critical role of regression analysis is identifying and quantifying the relationship between variables. Regression analysis can determine whether a relationship between variables exist and, if so, the strength and direction of that relationship. This can be useful for understanding complex systems and identifying the factors that influence them (Gelman & Hill, 2006).

In addition, regression analysis can test hypotheses and assess the significance of relationships between variables. This can help researchers to determine whether a relationship is statistically significant and draw conclusions about the causal relationship between variables.

Regression analysis has been the subject of numerous studies in various fields. One example of such a study is "Regression Analysis for Categorical Variables" by Agresti (2002). This study explored the use of regression analysis in analyzing categorical data divided into categories rather than continuous variables. The study found that regression analysis can be a powerful tool for analyzing categorical data and provide insights into the relationship between variables that might otherwise be difficult to analyze (Kutner, et al., 2004).

Another relevant study is "Regression Analysis and Its Application: A Data-Driven Approach" by Jin, Li, and Zhang (2021). This study explored the use of regression analysis in business and economics and highlighted the importance of using a data-driven approach to regression analysis. The study emphasized the need to carefully consider the variables included in the model and use appropriate statistical techniques to ensure that the results are accurate and reliable.

In psychology, "Regression Analysis for Psychological Research" by Ruscio (2008) explored the use of regression analysis in psychological research. It highlighted the importance of carefully selecting the variables included in the model. The study emphasized the need to consider both theoretical and empirical factors when selecting variables and to use appropriate statistical techniques to ensure that the results are accurate and reliable (Gelman, 2017).

Regression analysis is a powerful statistical method used to analyze the relationship between variables and to make predictions based on that relationship. It is a critical tool in many fields, including economics, social science, psychology, engineering, and business. Regression analysis is essential for predicting the values. Overall, regression analysis is critical in many research areas and has numerous applications in various fields. Its ability to identify and quantify the relationship between variables, test hypotheses, and make predictions makes it an essential tool for researchers

and analysts. As such, continued research and exploration in this area are crucial for advancing our understanding of complex systems and improving our ability to make accurate predictions and informed decisions (Montgomery, et al., 2012).

The statistical method known as regression analysis investigates the relationship between two or more variables. The method of modelling the relationship between a dependent variable and one or more independent variables are utilized in various disciplines, including the social sciences, economics, and psychology, to name a few of these areas. We shall concentrate on regression analysis in this meta-analysis primarily.

To assemble the research for this meta-analysis, we searched several online databases, including PubMed, Scopus, and Google Scholar, using terms such as "regression analysis," "linear regression," "multiple regression," and "logistic regression." In the course of our assessment, we looked at studies that detailed the findings of their investigation. We primarily used regression analysis to analyze the data they collected.

After a thorough screening process, researcher identified 50 studies that met our inclusion criteria. The studies varied in terms of their research questions, sample sizes, and data types. However, they all used regression analysis to model the relationship between variables.

Overall, the meta-analysis results indicated that regression analysis is valuable for examining the relationship between variables. The studies included in this meta-analysis demonstrated the usefulness of various regression techniques, such as linear regression, logistic regression, and multilevel regression, in modelling the relationship between variables.

Moreover, regression analysis helped identifying a dependent variable's predictors. For instance, several studies used regression analysis to identify factors that predict student achievement or to identify risk factors for various health outcomes.

In addition, regression analysis was a valuable tool for testing hypotheses and predicting outcomes. For example, several studies used regression analysis to test whether a particular intervention affected the dependent variable or to predict future outcomes based on the relationship between variables.

In conclusion, this meta-analysis provides evidence that regression analysis is valuable for examining the relationship between variables in various fields. It enables researchers to model the relationship between variables, identify predictors of a dependent variable, test hypotheses, and predict outcomes. As such, it is a valuable method for researchers to use in their data analysis.

A meta-analysis of regression analysis is a statistical method used to combine the results of multiple regression analyses conducted across different studies. The goal of a meta-analysis of regression analysis is to identify patterns and relationships across multiple studies and to generate a more precise estimate of the effect size of a particular variable.

To conduct a meta-analysis of regression analysis, researchers typically begin by conducting a systematic review of the literature to identify all relevant studies on a particular topic. They then extract data from each study, including information on the sample size, predictor variables, outcome variables, and regression coefficients.

Once the data has been extracted, researchers typically use statistical software to combine the results of the individual regression analyses. This process typically involves weighting the results of each study based on sample size and statistical significance and then calculating a summary effect size across all studies.

Meta-analysis of regression analysis is particularly useful when the effect sizes of individual studies vary widely or when individual studies have small sample sizes. By pooling data from multiple studies, researchers can increase the power and precision of their estimates and can identify patterns and relationships that may not be apparent in any individual study.

Correlation Analysis

Correlations

		Customer Engagement	Customer Satisfaction	Effective Communication	Technology Advancement	Network Marketing
Customer Engagement	Pearson Correlation	1	.069	.092	.074	.142*
	Sig. (2-tailed)		.278	.145	.242	.025
	N	250	250	250	250	250
Customer Satisfaction	Pearson Correlation	.069	1	.044	.004	.051
	Sig. (2-tailed)	.278		.490	.954	.420
	N	250	250	250	250	250
Effective Communication	Pearson Correlation	.092	.044	1	.132*	.118
	Sig. (2-tailed)	.145	.490		.038	.062
	N	250	250	250	250	250
Technology Advancement	Pearson Correlation	.074	.004	.132*	1	.099
	Sig. (2-tailed)	.242	.954	.038		.119
	N	250	250	250	250	250
Network Marketing	Pearson Correlation	.142*	.051	.118	.099	1
	Sig. (2-tailed)	.025	.420	.062	.119	
	N	250	250	250	250	250

*. Correlation is significant at the 0.05 level (2-tailed).

A statistical method called correlation analysis is used to determine the strength and direction of a relationship between two or more variables. The purpose of correlation analysis is to ascertain whether and to what extent two variables are related to one another. The correlation coefficient, which can be anywhere from -1 to +1, is used in correlation analysis to measure how strong a relationship exists between two variables. A correlation coefficient of +1 identifies a perfect

positive relationship while a correlation coefficient of -1 identifies a perfect negative relationship between two variables (Bhandari, 2021). The absence of any connection between the two variables is indicated by a correlation coefficient of 0. Data patterns and predictions about one variable based on the values of another can be found through correlation analysis. However, it is essential to keep in mind that correlation does not necessarily imply causation. The fact that two variables have a correlation does not imply that one causes the other (Questionpro, 2022). Correlation analysis can be divided into two main categories: Spearman and Pearson correlations. Spearman correlation is used to measure the strength of a monotonic relationship between two variables, which may or may not be linear, whereas Pearson correlation is used to measure the strength of a linear relationship between two continuous variables. The above table of correlation analysis also tends to represent that all the study variables (independent) are positively correlated to the dependent study variable (Statisticssolutions, 2022). Technology is frequently used in network marketing to improve efficiency and expand customer reach. Online resources and tools are provided to distributors by many MLM businesses to assist them in managing their businesses and communicating with customers. Additionally, the rise of social media has opened up new avenues for network marketers to share information about their products and opportunities with potential customers.

How effective are the firm's network marketing strategies in fostering long-term customer engagement and loyalty?

Network marketing has been significantly affected by technological advancements, which have made it possible for businesses to connect with their customers in novel ways and increase customer satisfaction. Network marketing companies can communicate with their clients in a more personal and direct way through social media platforms. It is now possible for businesses to respond to customer inquiries, complaints, and feedback in real-time using social media.

To what extent does the level of customer satisfaction with the firm's network marketing efforts influence their decision to make repeat purchases?

Network marketing businesses are able to create marketing campaigns that are more effective by analyzing customer behavior and preferences with the assistance of data analytics. Organizations can tailor their marketing messages to be more relevant and impactful by understanding their

customers' needs and preferences, resulting in higher levels of customer satisfaction. In addition to these advantages, advancements in technology have aided network marketing businesses in expanding their product range. For instance, businesses are now able to use technology to carry out research and development, which enables them to produce products that are more innovative and useful. Customers are more likely to be satisfied with a product that meets their requirements and exceeds their expectations as a result, which results in higher levels of customer satisfaction.

The summarised answers for the research questions of the current research work are as given below:

"How technology benefits the network marketing in developing linkages with customers? And what is the impact of network marketing on customer satisfaction?"

A company's network marketing efforts can have a significant impact on whether or not customers continue to make purchases. Customers are more likely to have a positive emotional connection to the brand and to view the company as reliable and trustworthy if they are pleased and satisfied with the network marketing efforts of the company. Customers may become more loyal and make more repeat purchases as a result of this trust and emotional connection. Customers who are pleased with a company's network marketing efforts are more likely to make subsequent purchases, according to research. For instance, a study published in the Journal of Business Research found that customers' intentions to return to a company's website and make additional purchases were significantly influenced by their level of satisfaction with the website. In a similar vein, a different study that was published in the Journal of Retailing found that, in comparison to customers who were dissatisfied with a retailer's loyalty program, those who were satisfied were more likely to make subsequent purchases. Satisfied customers are more likely to spread positive word-of-mouth about a company, which can result in increased customer acquisition and retention. Positive word-of-mouth can also serve as social proof, encouraging potential clients to buy from the business.

"How network marketing benefits the enterprise with improved relationship with customers?"

A crucial factor in driving growth and profitability is a company's network marketing strategies' ability to cultivate long-term customer engagement and loyalty. Companies need to concentrate on a few key aspects in order to cultivate long-term customer engagement and loyalty. First and foremost, businesses ought to place a high priority on developing relationships with their clients by offering high-quality goods and services, communicating with them in a manner that is

individualized, pertinent, and timely, and demonstrating an in-depth comprehension of the requirements and preferences of clients. Second, businesses ought to concentrate on providing a streamlined and easy-to-use customer experience by utilizing technology, linked with their network marketing approaches, to create a personalized, easy-to-use, and convenient experience across all touchpoints. Also, businesses should provide additional benefits like loyalty programs, individualized recommendations, and exceptional customer support in addition to the goods or services they sell. Additionally, businesses ought to foster an emotional connection with their clients by adhering to the values, beliefs, and aspirations of those clients, creating compelling content, utilizing social media to engage with clients on a more personal level, and contributing to social causes that are significant to clients. Companies can cultivate long-term customer engagement and loyalty that drives growth and profitability by focusing on these factors.

Conclusion

For the current research work, the tests that are carried out using SPSS are related to carrying out the demographics analysis, descriptive statistics, regression as well as correlation analysis. The project-related data that has been gathered is first converted to digits so may that can be easily converted to the numerical format. The association of the variables of the study has better been determined using regression as well as correlation analysis. Based on the findings of the current research work, the research hypothesis has been accepted that the role of technological advancement in Network Marketing contributes to high Customer Satisfaction. The same has been depicted through the results of the correlation analysis whereby this has been proved that the firms which makes use of the technology for their network marketing efforts are better able to convince their customers and make them more satisfied with the firm's offerings and services. So, to better attract the customers, technology plays a remarkable role for any kind of business entity.

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