

A RESEARCH PAPER
ON
“A Study Of Changing Era In Network Marketing After Pandemic”

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SUBMITTED
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“A Study of Changing Era in Network Marketing After Pandemic”

Abstract,

In, 21st century is full of change & development in technology, marketers are relying more on technology due to pandemic. This pandemic has changed thinking toward modern approach compared to traditional. The main advantages of network marketing business, especially those with multiple tiers which can build pyramid schemes. In last decades it can be observed that there are ups & down in strategies of marketing. But this networking marketing has built up relationship with sellers & buyers & trusted relationships providing various brand product. Network marketing plays vital roles in marketing. It not only build relationship but it provides services to customers also.

Keynotes: Multi-level marketing, Digital Marketing, Marketing strategy.

- **Introduction.**

Network marketing is a business model that depends on person to person sales by independent representatives, often working from home. Network marketing trade in India has changed the business sector. The growth in the online marketing has created a substantial impact on marketing & advertisement. This marketing refers primarily to a marketing tool used by producers to increase their sales for successful channelization of a business, a distributor.

Due to Network marketing use of social media tools & platforms to create & foster communities & relationships are increased tremendously. Social media sites such as Facebook, YouTube, Amway, vestige and many more online apps have become the party lines of this young century. Network media have become an integral part of the contemporary classroom of advertising & public relations industries of political campaigning of numerous to other aspects of our daily existence.

Network marketing is now a very important part of the all economy. Specially, India is Fast paced nation towards digitalization. It helped the people to motivate towards online mode. In, covid-19 pandemic, Network marketing has helped the people & it has changed towards highest position in online market compared to traditional marketing. It also helped each & every sector of business. As there is change in an economic condition, online marketing has acquired a place in Indian economy. Being present on network marketing the consumers are getting updated products through online buying& selling, more opportunities, more offers & growth has taken place. It also leads to good quality as well as reasonable rates. As, the chain of dealer's is reduced.

After covid-19 pandemic, network marketing has not affected its business. But it has doubled the growth in business. Now, consumers are spending more time on network marketing as it is less time consuming , brand product and customer relationships has built up . Pandemic has changes everything from the way people seek information communicate & even purchase. These changes mean that brands have to rethink how they market to customers and find new ways to build up reputation. This has altered consumer's behaviors and attitudes, upending brands marketing strategies and plans.

- **Statement of problem :**

Due to pandemic, sudden lockdown situation happened, all economic activities were stopped. Only emergency services were remained active. And due to this situation a every person realizethe worth of network marketing. Therefore a research is undertaken to study changes pre, during and after covid under the title ‘ study of changing era of network marketing after pandemic’.

- **Importance of Study :**

The concept of network marketing is quite unique in today's environment with unified channels and customer services. Marketing techniques helped to increase the effectiveness & efficiency of marketing activities on online platform.

For eg:- After covid the option of work from home got highlighted which is very fruitful for the employee having kids. As technology is changing the era is also changing .After pandemic it don't affected the network system of marketing, it helped to grow and grow the business position.

- **Objectives of the study :**

The objectives of the research paper is

1. To study the development in technology
2. To study the use of technology in marketing.
3. Impact of pandemic situation on network marketing
4. To study the marketing performance on online platforms

- **Research Methodology :**

The present paper is based on gathering information about network marketing with various sources from Journals, Google, YouTube, Various books and Magazines.

- **Development in technology:**

Technology today is evolving at a rapid pace, enabling faster change and progress, causing an acceleration of the rate of change. In many areas, it make possible to build devices that were not possible 20, 10, & 5 years ago. On network side, a number of technologies have emerged that have altered the ways in which networks can be built-in. It has changed to 2G to 3G , 3G to 4G and now it's going to change the technology of 4G to 5G network.

- **Use in technology in marketing :**

Technology is changing the landscape of marketing. Continuous technological upgradation have helped marketers to reshape marketing strategies and create effective marketing campaigns. Social media is vast and marketers use the platform to connect with target audience and increase their customer base.

- **Impact of pandemic on net marketing :**

Many marketing departments will be up to the challenges of thinking through creative and innovative marketing strategies and practices that will navigate the business through this new ideas. The economic impact on all industry sectors , facing increased competition given consumers and social” New Ideas” addressing sustainability evaluating challenges presented by strategic planning in an environment of uncertainty. As results, many brands may look to optimize their marketing practices to better reflect the increase in online transactions , communications and face time with consumers.

- **Marketing performance on online platform :**

The internet changed forever the way consumers browse and buy products. Today, marketer have the capability to gather campaign data 24/7 and measure the results as they happen. While in the past attribution it was nearly impossible, data transparency. Now it enables marketers to optimize their campaigns. So, they can perform better. Online ways has increased the quality of marketing.

1. It can build an online community to represent organization across all platforms.
2. Personalized exchanges between consumers and producers.
3. Increases appeal for consumers and establishes trust .
4. Nearly 30 % of consumers interact with brands via social channels v/s retail shopping (visiting to s store).

- **The Future of Network marketing after pandemic:**

This Covid 19 pandemic has changed a lot of things, means everything from people to people, business to business. It has also a brands to rethink about the innovative product and find new ways to build customer relations and to create reputation. The days of 9 to 5 in office has gone and replaced by remote & hybrid working. The drastic changes has forced everyone to reassess how teams can communicate and work together to drive business success.

“**Atmanirbhar Bharat**” is the empowering move of the Indian government in pandemic as networking is big consideration for project of modern India. Under Direct sales agencies requires guidance at state level to enforced and they also need relaxation under FDI regulations. Therefore, It may be assumed that the future of network commercialization in India is very strong and the sector can provide plenty of jobs. Anybody may join any of India’s best direct marketing firms for additional revenue.

1. Network marketing is a multi-level business model that shapes a large network individual’s to promote the brand. Nowadays, strongest business model is running in more than 100 countries, with a consumer share of \$167 billion owing to the globalization of direct sales.

2. In 2016, the government released direct sale orders in India and the industry has since expanded greatly. Latest FICCI-KPMG studies showed that by 2025, retail sales could cross Rs.64, 500cr and provide 1.8 cr Indian individual’s with 60% women for self-employment.

3. The direct sales industry in India looks promising in terms of its earnings. A golden age of the network marketing industry. In India is just beginning, and there are tremendous prospects for the industry. Various government schemes such as digital India, make India and talent India have sponsored Network marketing in India attributes and development. The direct sales industry in India looks promising in terms of its earnings. Yeah, 2016, relatives to 2011 it has almost doubled.

4. The numerous standards are also enforced are also enforced at different levels and policies to facilitate network marketing enterprises expansion. The MLM Company would maintain policies such as the FDI (foreign Direct Investment) scheme and the consumer welfare bill.

- **.General Discussion:**

Covid- 19 has created a leadership culture of immediate collaboration focused on the urgent need for resilience. Marketing now has the opportunity to seize on going central role of organizations broader growth and innovation.

1. Marketing begins with knowing customer segment:

Utilizing customer segmentation and person can bring deeper insights to media strategies and creative marketing approaches.

2. Competing with the last best experience your customer had:

Companies should follow strategies to ensure their experiences deliver their customer rising expectations.

3. Courting customers is just like online dating:

Customers must sit at heart of your customer journey.

Companies are seeing a historic return on their social media investments according to the survey. The self-reported contribution of social media to overall company performance has risen sharply up 24% from feb 2020. This is an important findings because, despite steadily rising investments on social media.

Network marketing has changed to “transform their go-to- market business models to focus on digital opportunities”.

• **Conclusion :**

Network marketing is the vast growing business in economy. All its depends on network marketing. This marketing helps to grow business in low rate cost. It is very effective and less time consuming marketing. Due to network marketing consumers are more inclined to use different interaction tools to start, develop and conclude the buying process for a particulars product & service as it is trusted and less cost. It is taking the people to next generation way of network system of technology. Providing every facilities, network marketing such as website, search engine apps, social media are easiest way to reach to customers, social media like Facebook, what’s app, herb life, Tupperware, Instagram and many more are connected with it. Thus surveys & reports conducted around the globe are reviling that network marketing will grow more & more in post pandemic era also as marketers and customer’s relationship is build up.

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