

ROLE OF VARIOUS FACTORS AND INTERVENTIONS IN HARNESSING AND FACILITATING THE GROWTH AND SUCCESS OF WOMENPRENEURS IN NETWORK MARKETING

Dr. Pooja Joshi

Assistant Professor, Department of Commerce,
DSB Campus, Kumaun University, Nainital.

E-Mail: pooja.mvmtakula@gmail.com

ABSTRACT:

This study investigates the Network Marketing factors and interventions and its mediating effects on the success of womenpreneurs working with Network Marketing companies in the Nainital district of Uttarakhand. A questionnaire with ten (10) variables was used to collect data from 133 womenpreneurs working in different Network Marketing companies in Nainital. Mean, Standard Deviation and Kolmogorov-Smirnov Z Test were used to analyze the data. Significant and positive effects of working in Network Marketing companies were present in seven factors and in three factors these were absent and all these details are highlighted in the results. In the end these seven factors were very critical in terms of their contribution to the success of womenpreneurs in the field of network marketing.

Keywords: Network, Marketing, Womenpreneurs, Factors, Interventions

INTRODUCTION:

Network Marketing popularly known as Multi-Level Marketing is a business model or rather a business strategy that employs people on part time or commission basis to sell their goods and services to the customers. The number of companies adopting this business model has increased in the recent times due to a number of factors. The business organizations working in the field of Network Marketing regularly create new levels of distributors and inspire them to recruit more people in their team. The distributors recruiting new persons under them also get a commission on the sales done by their team members. Likewise, these new distributors again recruit new distributors and this process goes on and on. Accordingly, it is safe to say that

Network Marketing is built on recruiting distributors and inspiring them to recruit their distributors to make commission from their sales. ^{(1) (2)}

In the last two decades the business world has seen quite a few innovative and creative initiatives and womenpreneur is surely one of them. Womenpreneur basically means when more women are getting encouraged to begin their own ventures and make efforts towards their individual accomplishment. This feeling comes from their determination to flourish, prosper, and make efforts to attain their objectives as well as their capability to display firmness in the event of hardship. Being a womenpreneur is not an easy job, but the matter of fact is that the rewards that come later will surely make it worth for all the efforts and troubles. As per a famous saying where there is a will, there is a way and this will certainly become a reality when it comes to succeeding as a womenpreneur. The street to victory will not be easy but if one follows the right direction and then a women can make sure that their venture begins and succeeds in the times to come. ^{(3) (4)}

In the present times women are leaving their imprint on practically all the segments of business, society, they are no less than men in creating a name for themselves and the field of Networking Marketing is no different. As per the reports of the Direct Selling Association about 82% of the distributors working in this industry are women. The matter of fact is that the Network Marketing industry offers women of all age groups and backdrops an opening with very little risk and very little monetary obligation to start their own revenue-making business and attain boundless income. There are a number of reasons why women have become a hit in the field of Network Marketing such as they can work from home, they are more talented than men in the field of marketing, they have better communication skills than men, they are good at multi-tasking to name a few. Hence, both women and Network Marketing firms have adopted each other and it is a profitable deal for both of them. ^{(5) (6)}

REVIEW OF LITERATURE:

Syed Shah Alam, et al. (2012) stated that the entrepreneurial endeavor involving women entrepreneurs has been the attention of many research scholars, as they have become the chief sponsors of present-day economic system. Nevertheless, not much is known about what inspires and hampers womenpreneurs in their business development. This research scrutinizes the motivational stimuluses and blockades of 194 Malaysian womenpreneurs who were casually chosen from a list of Federation of Women Entrepreneur Associations in

Malaysia. The research strategy in this paper gathered primary data by employing a self-administered questionnaire that was disseminated through the mail. The questionnaire measured appropriate topics, such as demographic and business evidence, incentives, entrepreneurial features, and business difficulties. The outcome of the research showed that the women entrepreneurs do have issues when they open a venture. The suggestions of this research are deliberated along with some necessary references. ⁽⁷⁾

Fatimah Hassan, et al. (2014) inspected the business features (risk taking, ability to explore, confidence and determination, willingness and initiative, vision, creativity and innovation, social networking and strategic thinking) that affect the progress of village women industrialist in a commercial venture. A questionnaire was employed to gather data from a total of 80 village women industrialist in the northern region of Peninsular Malaysia. The collected data was examined with the help of SPSS software and SmartPLS 2.0. The outcomes from the Partial Least Squares examination discovered that confidence and determination and vision are the chief factors that impact commercial success of women industrialist in a village area. In this respect, it is expected that the findings of this research can benefit the stakeholders concerned in the planning and execution of the schedule to arouse the performance of the women industrialist to a higher level. This endeavor will help to contribute towards the expansion and revolution of the economy to attain developed nation status and a high income in the times to come. ⁽⁸⁾

Afsana Salam (2018) is of the view that entrepreneurship isn't a new concept for the citizens of India but digitizing their business establishments is still a difficult job for them. Women Entrepreneurs in our country are very significant and plays a principal role in developing a nation like ours. In this age, digitization is the main factor behind every commercial venture and without it, it's almost impartial to run any organization. This research studies the role of perception and attitude on technical and scientific advancement by women entrepreneurs in South India. In choosing the survey sample, convenient random sampling was implemented. Most of the towns in South India and small-medium business have been chosen for the gathering of primary data with the help of Google forms and Questionnaire. This data has been scrutinized with the help of reliability test, descriptive analysis, and chi-square analysis so that they help to detect the perceptions and attitude of women entrepreneurs on technical and scientific advancement. The outcomes depict that women entrepreneurs are driven by the word digitization. As the findings, this research demonstrated that women

entrepreneurs are always ready for the technical and scientific advancement up gradation of technology in their ventures. ⁽¹⁰⁾

Patrick Amfo Anim, et al. (2018) made an effort to discover the associations between market orientation, innovation and business performance of womenpreneurs in the fashion sector of Ghana. Considering a rationalist theoretical technique with a measurable data analysis method, the research took a sample of 385 women fashion manufacturers who have a minimum of one factory inside the particular 15 outskirts of the Accra Metropolitan Area. An Exploratory Factor Analysis, Confirmatory Factor Analysis and Structural Equation Modelling were employed to measure and validate the projected scales rationality and the associations of the research model. The research revealed that, businesses' degree of market orientation has substantial influence on their business performance. Additionally, innovation aptitude moderately facilitates the association between market orientation and business performance of womenpreneurs in the fashion sector of Ghana. This research proposes that executives have to keep in mind that being market oriented even needs a sagacity of modernization for it to activate any substantial outcome for a firm. Keeping in mind the exclusivity of this research, this paper is one of the first to analytically scrutinize the effect of the innovation on the association between market orientation and business performance among womenpreneurs in the fashion sector. ⁽¹⁰⁾

Iipseeta Satpathy, et al. (2019) stated that comprehensive research counts on various features of entrepreneurial qualities based on issues like role conflict and motivational features among womenpreneurs / women entrepreneurs in civil, construction and real estate industry across the world. This research edifies the various dependency and independency features like mental and physical stress, agony, financial inclusion, societal hindrances, gender bias among others as negative characters of role conflict. This research also highlights the positive features of motivation, entrepreneurial skill sets, training, support among others which forces women of the present times to become entrepreneurs rather than doing getting into some kind of employment. The abundant essentials which impulse women to become entrepreneurs mainly to earn money, give financial support to family, freedom and others but there are several hindrances before them like remaining in market, capital, gender biasness, and role conflict, work life balance. Additionally, womenpreneurs have multiple roles which leads to psychological stress and various health dangers. Nevertheless, the various motivating aspects leads them to follow their dream of being a womenpreneur. Furthermore, this research also looks into

the facts as to why there is less presence of womenpreneurs in the civil, construction, real estate and architecture industry thus building a social philosophy that this industry is basically male dominated one. Therefore, substitute means should be articulated so as to inspire and improve womenpreneurs in the civil, construction, real estate and architecture industry which will help to narrow the gap with their male counterparts. ⁽¹¹⁾

OBJECTIVES OF THE STUDY:

This research study has taken into consideration the following objectives:

1. To examine the factors and interventions impacting the success of womenpreneurs in Network Marketing.
2. To investigate the relationship between various factors and growth of womenpreneurs in the Network Marketing industry.
3. To examine the key factors that affect the performance of womenpreneurs in the field of Network Marketing.

METHODOLOGY:

Population of the Study: Womenpreneurs working in various Network Marketing companies in Nainital District.

Sample of the Study: Convenience Sampling Methods ⁽¹²⁾

Sample Size: 200 questionnaires were distributed to respondents out of which only 133 respondents' data were used for analysis. ⁽¹³⁾

Study Instruments: A questionnaire consisting of 10 factors was used to collect primary data.

Study Reliability: Chronbach's Alpha test was done in SPSS and result was 0.752. ⁽¹⁴⁾

Data Collection Method: Primary data was collected and secondary data was also used.

Measurements Tools: Likert five scales was used to measure the variables from a scale of strongly agree (1) to strongly disagree (5). ⁽¹⁵⁾

Statistical Analysis (Tools): Mean (\bar{x}), Standard Deviation (σ) and Kolmogorov-Smirnov Z Test. ⁽¹⁶⁾

RESULTS & INTERPRETATION:

The hypotheses testing results are as follows:

H₀₁: There is no significant difference between financial factors and success of womenpreneurs in Network Marketing.

TABLE 1 FINANCIAL FACTORS

Variable	Mean	Std. Deviation	Kolmogorov – Smirnov Z	P Value
Financial	2.12	1.030	3.181	0.000

Interpretation: The value of Kolmogorov-Smirnov Z test is 3.181 and P value is 0.000. Hence, null hypothesis is rejected which means that there is a significant difference between financial factors and success of womenpreneurs in Network Marketing.

H₀₂: There is no significant difference between social factors and success of womenpreneurs in Network Marketing.

TABLE 2 SOCIAL FACTORS

Variable	Mean	Std. Deviation	Kolmogorov – Smirnov Z	P Value
Social	2.26	0.612	5.347	0.063

Interpretation: The value of Kolmogorov-Smirnov Z test is 5.347 and P value is 0.063. Hence, null hypothesis is accepted which means that there is no significant difference between social factors and success of womenpreneurs in network marketing.

H₀₃: There is no significant difference between cultural factors and success of womenpreneurs in Network Marketing.

TABLE 3 CULTURAL FACTORS

Variable	Mean	Std. Deviation	Kolmogorov – Smirnov Z	P Value
Cultural	2.59	0.896	5.589	0.072

Interpretation: The value of Kolmogorov-Smirnov Z test is 2.589 and P value is 0.072. Hence, null hypothesis is accepted which means that there is no significant difference between cultural factors and success of womenpreneurs in Network Marketing.

H₀₄: There is no significant difference between legal factors and success of womenpreneurs in Network Marketing.

TABLE 4 LEGAL FACTORS

Variable	Mean	Std. Deviation	Kolmogorov – Smirnov Z	P Value
Legal	2.05	0.915	3.516	0.000

Interpretation: The value of Kolmogorov-Smirnov Z test is 3.516 and P value is 0.000. Hence, null hypothesis is rejected which means that there is a significant difference between legal factors and success of womenpreneurs in Network Marketing.

H₀₅: There is no significant difference between administrative factors and success of womenpreneurs in Network Marketing.

TABLE 5 ADMINISTRATIVE FACTORS

Variable	Mean	Std. Deviation	Kolmogorov – Smirnov Z	P Value
Administrative	2.67	1.266	6.580	0.059

Interpretation: The value of Kolmogorov-Smirnov Z test is 6.580 and P value is 0.059. Hence, null hypothesis is accepted which means that there is no significant difference between legal factors and success of womenpreneurs in Network Marketing.

H₀₆: There is no significant difference between training factors and success of womenpreneurs in Network Marketing.

TABLE 6 TRAINING FACTORS

Variable	Mean	Std. Deviation	Kolmogorov – Smirnov Z	P Value
Training	3.84	1.205	2.568	0.005

Interpretation: The value of Kolmogorov-Smirnov Z test is 2.568 and P value is 0.005. Hence, null hypothesis is rejected which means that there is a significant difference between training factors and success of womenpreneurs in Network Marketing.

H₀₇: There is no significant difference between education factors and success of womenpreneurs in Network Marketing.

TABLE 7 EDUCATION FACTORS

Variable	Mean	Std. Deviation	Kolmogorov – Smirnov Z	P Value
Education	3.06	1.186	2.195	0.002

Interpretation: The value of Kolmogorov-Smirnov Z test is 2.195 and P value is 0.002. Hence, null hypothesis is rejected which means that there is a significant difference between education factors and success of womenpreneurs in Network Marketing.

H₀₈: There is no significant difference between technology factors and success of womenpreneurs in Network Marketing.

TABLE 8 TECHNOLOGY FACTORS

Variable	Mean	Std. Deviation	Kolmogorov – Smirnov Z	P Value
Technology	3.51	1.318	2.405	0.000

Interpretation: The value of Kolmogorov-Smirnov Z test is 2.405 and P value is 0.000. Hence, null hypothesis is rejected which means that there is a significant difference between technology factors and success of womenpreneurs in Network Marketing.

H₀₉: There is no significant difference between government factors and success of womenpreneurs in Network Marketing.

TABLE 9 GOVERNMENT FACTORS

Variable	Mean	Std. Deviation	Kolmogorov – Smirnov Z	P Value
Government	2.37	1.234	3.347	0.000

Interpretation: The value of Kolmogorov-Smirnov Z test is 3.347 and P value is 0.000. Hence, null hypothesis is rejected which means that there is a significant difference between government factors and success of womenpreneurs in Network Marketing.

H₀₁₀: There is no significant difference between risk factors and success of womenpreneurs in Network Marketing.

TABLE 10 RISK FACTORS

Variable	Mean	Std. Deviation	Kolmogorov – Smirnov Z	P Value
Risk	2.11	0.974	3.263	0.001

Interpretation: The value of Kolmogorov-Smirnov Z test is 3.263 and P value is 0.001. Hence, null hypothesis is rejected which means that there is a significant difference between risk factors and success of womenpreneurs in Network Marketing.

CONCLUSION:

Network Marketing is a business model that employs people on part time basis to sell their goods and services to the customers. Womenpreneur basically means when more women are getting encouraged to begin their own ventures and make efforts towards their individual accomplishment. The percentage and contribution of women in the field of Network Marketing is growing day in and day out due to a variety of factors but this has helped to increase the number of womenpreneurs in the country's economy. In this research paper an attempt was made to identify those factors which play an important role in the success of womenpreneurs and accordingly ten factors were identified i.e., financial, social, cultural, legal, administrative, training, education, technology, government and risk. With the help of Kolmogorov-Smirnov Z Test it was identified that social, cultural and administrative factors did not play a significant role in the success of womenpreneurs in the field of Network Marketing. Whereas, the rest of the seven factors had a very important role in the success of womenpreneurs in the field of Network Marketing.

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