

Название публикации:

Studying distributor-consultants' involvement into MLM business in the russian perfume and cosmetics market

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Аннотация:

The objective of this study was to test the relationship of multiaspect distributors/consultants' involvement depending on the popularity of MLM companies (brands) operating in the Russian market with business attractiveness - the commercial value of MLM companies' supply based on the empirical data obtained during the research, and to analyze secondary data and results of the netnographic research. The study was performed by combining several methods: desk studies, netnographic research, and a quota survey. The ethnographic research implied analysis of utterances about the MLM companies' activities in the Russian market in social networks by keywords; these opinions also contained utterances about the attitude to various forms of selling cosmetic products, including through distributors/consultants of MLM companies. The survey was held in Moscow. The structured questionnaire was a survey tool. A total of 91 female respondents participated in the study, since women most often purchase cosmetics (including for men). All respondents came under the age limit in the range of 18 to 46 years. The links between emotional, cognitive and behavioral involvement and the popularity of companies (brands) were revealed, with the attractiveness of business - the commercial value of supply, and competitive advantages. Adaptation of the well-known methods of marketing research, reinforced by the inclusion of the modern method of netnographic research, confirms the survey results that the involvement of current consumers of MLM cosmetic products in the Russian market to conduct business in MLM companies grows depending on the company's brand, comprehensibility and transparency of the model of compensation schemes.

Ключевые слова:

Consultant-distributor's involvement, Direct selling, Human value, Involvement value, Marketing theory, Multilevel marketing (MLM) Network marketing