

Marketing Trends in Today's Emerging World

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Abstract

As the Trends of trading changes, day by day, the modes and working of the marketing also changes frequently. These daily changing trends have an enormous impact on the economy of a country. The financial impact also changes to specialized and formalized methods of working. The modes of financing as compared to past years also changes as time go on. Due to changing systems of dealing, the minds, as well as demand and supply mode, also changes while dealing with products and supplies. The way of businesses also changed from simply barter exchange to the enhanced mechanism of the business world spread out throughout the world. These marketing trends have created a system of networks which provides the source of growth opportunities for the well-being of societies. The stronger the network, the strength the system will gains. The network system becomes the base of the functioning of the company. No person or company works in the alone system. This paper identifies the power of network system to boost and enhance business schemes to generate maximum profit share.

In comparison to a mobile network, all the electronic devices are linked to the network. The power of network strengthens to target the specific users by the way of advertising to enhance their system. However, the network has the power by which wide area system has been achieved. Regarding the human interacted network is concerned; their huge working by the way of humans to strengthens the network. The human is the best source of building a strong network. The network industry is boosting on daily basis by the interaction and coordination of the highly motivated and encouraged team members. The network industry is one the growing industry as also the network industry is becoming the second largest retail growing industry nowadays.

Keywords: Network marketing; Revenue; Trading & Marketing Strategies.

1. Introduction

As a new and motivated person, networking serves the platform to fulfill your goals at the right place. In today's grooming system network marketing serves one of the best smarter systems which anyone can do with his time and money. Businesses require time, lots of efforts and energy including skills to start up a business. Many people believe that they are at the right place so they don't want to excel in any other better system.

As a system network industry is grooming day by day as it provides the system to the industries to grow and enhance the businesses. Network marketing industry is the business of 21st century because it is based on the people efforts and skills. In other words, you can say that network marketing is the system of people with people interaction. It's the system to manage people with different thoughts, educational backgrounds, different cultures and even different nations. Network industry is growing because of the efforts and skills of the people joining the system.

“Nothing is impossible only you have courage and determination of doing anything.” Now there a big question mostly arises in the minds of every person. Being a person at work, who one is living an ordinary life by working and who one is living a luxury life? The answer is quite simple; the one who owns the assets is the richest person. Definitely, the assets are the businesses. This is the place where the control of the system exists as well as the wealth retains. Being as an employee working in a company, people are bound to spend their 8 hours consistently working to build assets for their boss. Being employee people are earning a living income while the owner of the system is building a fortune at the efforts of the people working for him. Employees earn a stipend amount which is even very low to meet their expenses as well as they have to pay tax on their earnings as well. These employees start their work with a nominal income and end up their career for only an increase of some percentage.

This is why when these business owners utilize their customers skills at their costs. The technology has changed the world as we grow and enhance the skills. No person is free from the use of technology and technology serves as the backbone of the new and emerging era. In the past, there is no such type of business that involves interaction or mainly the connecting of the people. Many even thousands of persons now connected by a single system. The basic purpose of network industry is that it boosts personality development. The personal development is necessary for the inner development and enhancement of personality which is necessary to give self-confidence. In a network industry to become successful, one must have to help others to be successful. It's just like a reward for those who want to become satisfied by supporting others in network marketing. Firms that survive and expand during competitive advantage, becomes the core for the success of businesses. Satisfaction is dependent on the loyalty of customers as explained by Cronin, Brady, and Hult (2000).

Having an income from a thousand places gives security of income. The income also moves from one person to another. It's a better option to understand the scenario as to retire as a rich or as a poor person. While working whole of life, people think to have an income as pension at their old age. The retirement schemes also have hard and tough criteria which are not for every retired person. While working as a private individual, it's most difficult to earn enough or to retire at a handsome earning in case of Pakistan. The government pension schemes also are notable enough to facilitate every retired person to provide them pensions. The lack of wages reduces the way of living of these hardworking and talented persons and ultimately they have to face up lots of hurdles in their last ages.

Network marketing is now going to clear the minds of the individuals. They want to graduate in the debt or to earn a living and retire before retirement age. This is the real scenario of moving from Industrial Age to Information Age and ultimately moving to the financially massive scenario. The average debt on the student is very more as compared to the earning they can get from the job. The young generation has a lot of loans from their birth until the end of their lives. The person going to university as well as starting their life as career always lives in worries of future as well as instability of life.

Network marketing is the game of win-win strategy. The team leader has to fully support the juniors as it's a game of win-win strategy. It makes the part of a strong community who want to succeed as they want to become successful. People work for the hardship to get appreciation and recognition. In a job setup, there is only one winner that is boss comparative to network marketing every one has their own system and everyone can work as a team. The more money networker makes the better will be their future. The most important benefit is the mind match. The people with same minds, thoughts surround with same ambitious and progress with the same attitude of success. Network marketing attracts the best people with same minded persons. However, by the interaction of new and different minds and cultures works like brainstorming and is necessary for the new way of growth. You will always earn what your team will earn. Team's success will be your success with the interaction of new technology.

2. Literature Review

The goal of production companies to make user-friendly products that are necessary for their body nourishment and helps to detoxify the body. All of the products are used for the welfare of the human beings as explained by Li and O'Brien, 2001; Aitken et al.,2003; Demeter et al.,2006; Brun et al.,2008. To be more persistent in production, the supply should fully match with the future motives of the company as it has a direct influence on the satisfaction of the customers Brun et al.,2008. The collaboration definitely is the main source of the business which reduced the risk of disruption and inefficiencies in materials flow and controls the products processes within product networks as

per Divita et al, 2006 and Brunetal., 2008. The basic benefits refers to the functional, instrumental, and practical benefits of consumption offerings as per Batra and Ahtola, 1990; Chitturi, Raghunathan, and Mahajan, 2007; Dhar and Wertenbroch, 2000; Strahilevitz and Myers, 1998. As with increase in competition over time, the consumers become more sensitive to the environment as per Caniato et al.,2011a. (Abecassis-Moedas, 2007; Dana et al.,2007).

According to Sweeney and Soutar, 2001 social self-concepts are the results of the social values gained through customers satisfaction and loyalty as discussed by Cronin, Brady and Hult 2000; Fornell, Johnson, Anderson and Bryant 1996; Kim, Park and Jeong, 2004; Olsen, 2002; Sweeney and Soutar, 2001; Woo and Fock, 1999. According to Chen, 2003; McDougall and Levesque, 2000 monetary benefit serves the base for future decision. As per Lewis (2004), promotional offers become the base for the services offered. Customers decisions are mostly because of the technology enthralled in products and services offered, also the social image plays an important role in this regards.

According to Sweeney and Souter 2001, emotional values serve the purpose derived from the feelings as these include the good as well as the enjoyment and happiness availed after the use of products. Emotional values are the result of mean end models which directly affects the decision-making process.

3. History

Regarding the history of 2000 years before, we lived as Agricultural life where we worked as a farmer to take care and grow crops etc. To own the system of farms and land requires wealth and money. The farmers have to work day and night to boost their business industry. As per the literature study, there is specific strategy helpful for the scenario to work and grow accordingly. These strategies depend on internal and external features as well as on the goals of the company supplying network as per Burn and Castelli, 2008. According to Canisto et al, 2009. The nature of the products changes as the case of the scene changes frequently and companies rapidly adopt these strategies over time changing contexts.

Coming to the next 20th Century, people moved to a new system and age known as Industrial Age. With huge system and setup of steel and cars introduced by Andrew Carnegie and Henry Ford dominated the world around in business. The system is the owners of factories are the controller of the system of wealth.

Moving 2000 years onwards, with the rise of the Internet Industry, people move to a new age termed as Information Age. Many business industries like Facebook, Twitter have changed the industry as well as the thoughts of the people by providing all the information in a single go. Today it is known as the building and owning of networks of systems. There has no better time in history where people build their own business system. Network industries build the base for new relations and become the base for start-ups of new relations. Network industry enhances the social interaction as well as opens new opportunities for the entrepreneurial systems. Social capital provides a base for the expansion of network over time. Creation of network industries provides a strong base for economies to boost their economy. Creative industry can be seen in many sectors as the film industry, performing arts, manufacturing as well as service industries.

With the increase in population and older ways of businesses by induction of internet, the no opportunities are getting lower than before. Employers take the full advantage according to the full utilization of time of their employees, still, pay them limited remuneration for their work. This raises fear among individuals who are not supported properly for their time and expertise. Due to increase in inflation rate there raises the fear for employees who don't have enough savings to boost their life even people have to live hand to mouth at times. The case when people not able to get an increase in their pay has to move towards ways poor and poor situations every year. The rate of inflation is always going to increase but the earnings do not cause the poor conditions of employees even worse.

Customer satisfaction as per Anderson and Srinivasa (2003) is necessary for a long-term relationship between business and customer or product users. Customers purchasing is mostly dependent on the strong emotional values of intentions of the product as per Sweeney and Souter (2001). Customers are attached to the products as it becomes their life-saving product[18]. But it has been revealed that customers attached to products because of their priorities for the product as compared to only having the product and not utilizing it properly as per Chitturi, Raghunathan,

and Mahajan, 2007; Higgins, 1997 & 2001. According to Eroglu, Machaut & Barr in 2005 customer's satisfaction has been positively influenced by emotional intact.

Coming to the incentives and perks offered to the consultants of multi-level marketing are even brighter as compared to the incentives offered by the employers. These perks and incentives often include a lot of mega offers to the consultants that even not be offered by any other company. These perks include staying at 5* hotels, free luxury cars, foreign tours etc. As part-time or full-time businesses the incentives offered are of rich standards that boost the working of the candidates.

4. Marketing Concerns

Some of the biggest business people all around the world are either involved or recommend network marketing, including Donald Trump, Richard Branson, Robert Kiyosaki, Stephen Covey and Jim Rohn and much more because network marketing is today's emerging system to boost by working as a team. According to Fornell, Johnson, Anderson and Bryant 1996; Kim, Park and Jeong, 2004; Olsen, 2002; Yang and Peterson, 2004, satisfactory performance is necessary while dealing with businesses in the network industry. Customer satisfaction is the key role for growth in any industry and the healthy products of the network industry are necessary to fulfill the goal.

5. Health and Equipment's

The products purchased from the market as well as used for households are not according to the standards of living. These are just the mass products used to be placed in showrooms. The chemical compound of these products is beyond the safety of health care. According to study, these products are so harmful that it causes cancer. The top marketing companies mainly focus on the healthcare of their customers and helpful for their healthy life. The chemicals produced are very toxic in nature and are very harmful to the skin as well. Therefore the products made by these network industries are fully up to the standards for the health and safety of the human beings. Customer loyalty and trust on words of mouth are the core competencies of network marketing. Only satisfied customers can buy more products and share their personal experiences to promote business as discussed by Fornell, Johnson, Anderson, and Bryant in (1996).

6. Social Concerns

Network industry is the topmost reason that why people are moving towards network marketing is the financial freedom. Financial freedom is the scenario where the people earn lots of money even in their absence money works for them. Financial freedom is the wish of many but efforts of some people. Many people just dream to have financial freedom but they don't struggle to achieve it. Nothing is impossible in this world. Only a little effort is required to achieve your life goals. Being working in a job is like selling the time for money. It means that if any case people stops working, their money also stops and ultimately their income reduced. Within a business, there are hundreds of customers working for the welfare of business only.

7. Team Work

The team building is the main purpose of the network marketing. No organization or company grows even without having teams to manage their work. Team management is the skill of the organization with proper communication and utilization of skills yield maximum outcomes. In network marketing, after reaching at a certain level the team works. The business starts to build itself by the way of team building. The job cannot serve these purposes and therefore there hence no financial growth. This is as simple as to enjoy your holidays even your team works for you. Enjoy the real taste of the life after the hardship of some years and build your passionate team.

Satisfaction can only be gained through customers loyalty as discussed by Cronin, Brady and Hult 2000; Fornell, Johnson, Anderson and Bryant 1996; Kim, Park and Jeong, 2004; Olsen, 2002; Yang and Peterson, 2004, Anderson and Srinivasan, 2003. Satisfaction on products is discussed by different contexts by Sureshchandar, Rajendran, and Anantharaman, 2002; Sweeney and Soutar, 2001; Woo and Fock, 1999. According to Chen, 2003; McDougall and Levesque, 2000 researchers discussed monetary benefits of their customers regarding future decisions and satisfaction. As per Lewis (2004), services have observed due to promotional offers.

Conclusion:

Network marketing is used in the latest era as the world is growing in population. A human being is increasing in number daily, as in network industry every person counts and has value in this industry. World population is growing off the chart as per the Google records. Population growth is a problem for many businesses but however, in network marketing, it's a plus point to utilize the skills and efficiency of every single person. The job was once considered as a security for the people to work and stabilize their livings. As nowadays the reduction in job opportunities there exists no such security. Jobs are risky options nowadays. Network marketing is the most easiest and simple system to provide a secure and everlasting system to enhance stability and security as a career opportunity.

The world's total of 90% people is living the life of an employee. Their mindset is stuck to earn a fixed amount which is even low. Not only these people suffer but their families will also suffer. Their families suffer at their costs and this process continuous. These people work under one boss and even when they switch their job still they work under another boss. The boss earns day by day and provides a nominal income to his workers. The job doesn't fulfill all your life goals and any time of your life. Even if the salary increases twice still the employee is not fulfilled with luxuries of life. The rise in income is approximately 2% which is very nominal to fulfill their life. If in any case, these persons don't work due to illness or any reason, the money also stops and ultimately these people have to bear these problems at their costs. While working in a business it's very easy to get twice as many persons as customers in the current year as compared to the last year. Therefore it increases your income as the business expands. The active and smart members of the system start their own business to expand their earnings. Network marketing is the invention of marketing goods or services in the proper utilized method. There's no need to advertise any product or to distribute through advertising strategies.

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