

Image, Awareness, and Recognition – A Case Study of Multilevel Marketing

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Abstracts

The multilevel marketing industry has existed for many years. Many companies, not just multilevel marketing companies, always use this sales style for sale of the company's goods or services.

However, the marketing method of multilevel marketing must be that consumers have a certain understanding and understanding of the multilevel marketing products provided by the company. It is necessary to trust the company's product quality or to listen to the company's brand name, or even to feel that the business's image is excellent, so that consumers will be willing to buy multilevel marketing products or use their services.

The aim of this study is to understand whether differences between these different groups in business image, awareness, and recognition, such as: gender, age, education, and amount of annual consumption for personal in multilevel marketing products. Results shown that female is more affirmative of the image of multilevel marketing companies. The higher the age, these groups are more recognized the awareness of multilevel marketing companies. It is easy to recognize the multilevel marketing products that are often purchased, the lower education groups had percept agreement level are higher than the higher education groups.

Keywords: multilevel marketing, image, awareness, and recognition

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Motivation and Literatures

There is different of sale style for multilevel marketing and traditional. It is mainly people-oriented. Seller and customer are directly face-to-face contact to complete sales or recommendations. Multilevel marketing remuneration comes from buying products, selling products, recruiting multilevel marketing sellers to buy products and selling products from subordinate distributors (Coughlan and Grayson, 1998).

Multilevel marketing can attract a lot of people to join the ranks of marketing. What it appeals is that the way the channel is promoted is different from the traditional way of marketing. Moreover, the distribution of profits is also very detailed. Therefore, users and customers of multilevel marketing products can also become distributors of the company. Sometimes, based on the fact that more marketing profits can be allocated, users and customers of multilevel marketing products will be easily attracted by this sale style, and will also join the company and actively promote the company's products.

From the perspective of marketing theory, customer repurchase ratio is an important indicator of corporate profitability (Reichheld and Schefter, 2000; Yang and Peterson, 2004).

Biel (1992) scholars believe that when a customer sees a brand name, a link between a set of attributes and Lenovo can be called a brand image. Srivastava and Kamdar (2009) define the brand image as: Consumers build their own understanding of the brand based on a set of subjective association perceptions of a particular brand to form a brand image. Pars and Gulsel (2011) pointed out that the brand image is the association of product perception in consumer memory, the consumer's understanding of the overall product or the way to identify the product.

Aaker (1991) pointed out that brand awareness, that is, consumers have the ability to identify the name of the brand under different circumstances. Keller (1993) argues that brand awareness is one of the most important factors in making purchasing decisions. When consumers make purchases, most will only choose familiar and well-known brands. Therefore, brand awareness is a useful tool to assist consumers, simplify product complexity, and become a useful tool to assist in purchasing decisions (Aaker, 1991).

Shabbir, Khan and Khan (2017) pointed out that brand awareness plays a major role in consumer purchasing decisions. As brand awareness increases, specific products or brands will become part of consumer thinking. Macdonald and Sharp (2000) believe that brand awareness is a rule of thumb for consumers to decide whether to buy a product. According to Jara and Cliquet (2012), brand awareness is the consumer's experience with the brand from previous to present, and the number of times the brand has accumulated in its memory.

Alba and Hutchinson (1987) define consumer product knowledge in two parts, namely familiarity and expertise. Engel, Blackwell and Miniard (1995) suggested that product knowledge should include product categories, brand perceptions, product-related terms and meanings, product attributes, product characteristics, general beliefs or beliefs about specific brands, and product prices. Malhotra (1993) believes that Awareness is a consumer's familiarity with a particular brand of product. If consumers are familiar with the product, consumers will be more likely to be impressed.

Zeithaml (1988) defines product cognition, indicating that product cognition is a holistic judgment and assessment of product specifications by consumers. Kotler (1991) argues that because of the different characteristics of consumers, their cognitive attitudes will have a significant impact on consumers' perceptions, quality and purchasing behavior.

Test analysis

1. T-test

Firstly, this study to test whether significant difference between the gender and image, awareness, and recognition.

According to the ranking shown in Table 1, the female percept the image items are all higher than male. ‘The multilevel marketing of the product image is excellent’ item, the female had percept ‘agree’ (mean=4.04) highest score on the image items. However, in the awareness concept, the male percept all items the scores are higher than female. ‘I know the multilevel marketing brands’ name’ is the highest score by the male percept, and female too. In the recognition concept, ‘The quality of the multilevel marketing brands I often buy is reliable’ item is the highest score item by male and female percept.

Further, this study uses the t-test analysis. The analysis results only item ‘The multilevel marketing of the corporate image is excellent’ has a significant difference between gender (p=0.010).

Table 1 The t-test analysis on gender

Items	Gender		T value	P value
	Male	Female		
Image				
The multilevel marketing of the corporate image is excellent.	3.80	3.96	-2.593	0.010
The multilevel marketing of the product image is excellent.	3.96	4.04	-1.227	0.220
I have a higher sense of identity in multilevel marketing brands.	3.73	3.82	-1.485	0.138
Using the multilevel marketing brands of products, that can show my personal stylish.	3.79	3.79	-0.134	0.893
Awareness				
The multilevel marketing brands I often buy is very well known.	3.91	3.83	1.060	0.289
I know the multilevel marketing brands' name.	3.95	3.88	0.773	0.440
I understand the all of products offered by the multilevel marketing	3.88	3.84	0.531	0.596

brands I often to buy.

I know the differences between the multilevel marketing brands that I often to buy and the general competitive brand (non- multilevel marketing brands).	3.79	3.73	0.948	0.344
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Recognition

Easily, I can recognize the products of the multilevel marketing brands I often to buy.	3.76	3.76	-0.001	0.999
I think that, the name of the multilevel marketing brands I often to buy is the synonymous with the multilevel marketing industry.	3.77	3.81	-0.441	0.659
The quality of the multilevel marketing brands I often buy is reliable.	4.13	4.04	1.121	0.263
I think that the products of the multilevel marketing brands I often to buy are very characteristic.	3.87	3.94	-1.046	0.296

2. One-way Analysis of Variance

In age, this study divided 6 groups. The item ‘The multilevel marketing of the product image is excellent’ is the percept highest score item between these age groups. ‘I know the multilevel marketing brands' name’ item then the 6 age groups percept the highest score in awareness concept. And in recognition concept, except with item ‘I think that, the name of the multilevel marketing brands I often to buy is the synonymous with the multilevel marketing industry’ that is the percept highest score by the 46-55 age group; other, the item ‘The quality of the multilevel marketing brands I often buy is reliable’ is the percept highest score in others groups.

The test whether differences between different age groups to percept the image, awareness, and the recognition, this study adopt the method of one-way analysis of variance. As shown in Table 2, in Image concept, only item ‘The multilevel marketing of the product image is excellent’ had not difference between 6 age groups. Item ‘I know the differences between the multilevel marketing brands that I often to buy and the

general competitive brand (non-multilevel marketing brands)’ in Awareness concept, which had not significant difference between 6 age groups. ‘Easily, I can recognize the products of the multilevel marketing brands I often to buy’ and ‘I think that, the name of the multilevel marketing brands I often to buy is the synonymous with the multilevel marketing industry’ two items in Recognition concept, there are significance difference between 6 age groups percept.

In addition, in education, the 4 groups were divided, there are junior high school, senior school, university, and master and Ph. D. The ranking analysis, item ‘The multilevel marketing of the corporate image is excellent’ had a most percept level in the Image concept for four education groups. Item ‘The quality of the multilevel marketing brands I often buy is reliable’ also had a most percept level in the Recognition concept for four groups.

To used the ANOVA analysis, four items there are following ‘The multilevel marketing of the corporate image is excellent’, ‘I understand the all of products offered by the multilevel marketing brands I often to buy’, ‘Easily, I can recognize the products of the multilevel marketing brands I often to buy’, and ‘I think that the products of the multilevel marketing brands I often to buy are very characteristic’ had a significant and differences between four education groups (Table 3).

Table 2 Different age groups to percept the image, awareness, and the recognition

Items	Age groups						T value	P value
	<=15	16-25	26-35	36-45	46-55	>=56		
Image								
The multilevel marketing of the corporate image is excellent.	3.54	3.64	3.84	4.03	4.10	3.95	7.533	0.000
The multilevel marketing of the product image is excellent.	4.04	3.89	3.88	4.13	4.00	4.04	1.538	0.176
I have a higher sense of identity in multilevel marketing brands.	3.83	3.47	3.77	3.82	3.93	3.82	3.959	0.002
Using the multilevel marketing brands of products, that	3.67	3.38	3.80	3.98	3.84	3.88	6.679	0.000

can show my personal stylish.

Awareness

The multilevel marketing brands I often buy is very well known. **3.94 3.57 3.89 3.90 4.18 3.77 5.507 0.000**

I know the multilevel marketing brands' name. **3.96 3.32 3.84 4.09 4.33 3.88 12.151 0.000**

I understand the all of products offered by the multilevel marketing brands I often to buy. **3.81 3.25 3.77 4.15 4.11 3.87 12.525 0.000**

I know the differences between the multilevel marketing brands that I often to buy and the general competitive brand (non-multilevel marketing brands). **3.73 3.57 3.78 3.87 3.85 3.70 2.068 0.068**

Recognition

Easily, I can recognize the products of the multilevel marketing brands I often to buy. **3.69 3.40 3.73 4.01 4.04 3.60 8.891 0.000**

I think that, the name of the multilevel marketing brands I often to buy is the synonymous with the multilevel marketing industry. **3.83 3.17 3.82 4.04 4.16 3.66 15.138 0.000**

The quality of the multilevel marketing brands I often buy is reliable. **4.10 4.00 4.12 4.16 4.01 4.07 0.398 0.850**

I think that the products of the multilevel marketing brands I often to buy are very characteristic. **3.88 3.81 4.15 3.83 3.92 3.88 1.834 0.105**

Table 3 Different education level groups to percept the image, awareness, and the recognition

Items	Education				F test	P value
	Junior high school	Senior school	University	Master and Ph.D		
Image						
The multilevel marketing of the corporate image is excellent.	3.75	3.95	3.98	3.63	4.974	0.002
The multilevel marketing of the product image is excellent.	3.96	4.07	3.99	3.96	0.644	0.587
I have a higher sense of identity in multilevel marketing brands.	3.79	3.81	3.76	3.63	0.590	0.622
Using the multilevel marketing brands of products,	3.76	3.88	3.76	3.67	1.078	0.358

that can show my personal stylish.

Awareness

The multilevel marketing brands I often buy is very well known.	3.79	3.91	3.89	3.89	0.677	0.566
I know the multilevel marketing brands' name.	3.92	4.00	3.88	3.59	1.759	0.154
I understand the all of products offered by the multilevel marketing brands I often to buy.	3.81	4.01	3.84	3.44	3.840	0.010
I know the differences between the multilevel marketing brands that I often to buy and the general competitive brand (non- multilevel marketing brands).	3.65	3.80	3.81	3.74	1.563	0.198

Recognition

Easily, I can recognize the products of the multilevel marketing brands I often to buy.	3.60	3.81	3.87	3.59	3.947	0.008
I think that, the name of the multilevel marketing brands I often to buy is the synonymous with the multilevel marketing industry.	3.77	3.80	3.85	3.44	1.882	0.132
The quality of the multilevel marketing brands I often buy is reliable.	4.06	3.95	4.21	4.04	2.356	0.071
I think that the products of the multilevel marketing brands I often to buy are very characteristic.	3.90	3.76	4.04	3.89	3.355	0.019

Amount of annual consumption for personal in multilevel marketing brands, there was shown in Table 4, the groups were divided: ≤ 2000 , 2001-3000, 3001-4000, 4001-5000, and ≥ 5001 group in this study, respectively.

Table 4 Different groups amount of annual consumption for personal in multilevel marketing brands to percept the image, awareness, and the recognition

Amount of annual consumption for personal
in multilevel marketing products

	≤2000	2001-3000	3001-4000	4001-5000	≥ 5001	F test	P value
Image							
The multilevel marketing of the corporate image is excellent.	3.60	3.99	4.09	3.97	3.76	12.270	0.000
The multilevel marketing of the product image is excellent.	3.86	4.07	4.01	4.13	4.24	2.888	0.022
I have a higher sense of identity in multilevel marketing brands.	3.65	3.96	3.76	3.87	3.63	4.209	0.002
Using the multilevel marketing brands of products, that can show my personal stylish.	3.65	3.93	3.88	3.84	3.45	5.150	0.000
Awareness							
The multilevel marketing brands I often buy is very well known.	3.76	4.03	3.88	3.92	3.63	3.426	0.009
I know the multilevel marketing brands' name.	3.82	4.10	3.90	3.92	3.61	3.206	0.013
I understand the all of products offered by the multilevel marketing brands I often to buy.	3.71	4.11	3.83	3.87	3.61	4.951	0.001
I know the differences between the multilevel marketing brands that I often to buy and the general competitive brand (non- multilevel marketing brands).	3.65	3.94	3.69	3.76	3.79	3.636	0.006
Recognition							
Easily, I can recognize the products of the multilevel marketing brands I often to buy.	3.67	3.88	3.73	3.82	3.74	1.434	0.222
I think that, the name of the multilevel marketing brands I often to buy is the synonymous with the multilevel marketing industry.	3.70	4.01	3.78	3.79	3.42	4.609	0.001
The quality of the multilevel marketing brands I often buy is reliable.	3.93	4.29	4.06	4.03	4.11	2.899	0.022
I think that the products of the multilevel marketing brands I often to buy are very characteristic.	3.71	4.06	3.98	3.87	3.89	3.536	0.007

Item ‘The multilevel marketing of the product image is excellent’ in the Image concept, and item ‘The quality of the multilevel marketing brands I often buy is reliable’ in the Recognition concept, are the most percept agreement level for five groups.

ANOVA analysis results also shown in Table 4, all item had significance differences between five groups that except with item 'Easily, I can recognize the products of the multilevel marketing brands I often to buy'.

Conclusion

Although multilevel marketing has existed for many years, it is also one of the marketing methods used by the business community. However, in order to enable consumers to understand more about multi-level marketing products, it is necessary to explore the image and products of business, and consumer perception level.

Summing up the findings, female is more affirmative of the image of multilevel marketing companies. The higher the age, these groups are more recognized the awareness of multilevel marketing companies. In terms of image, the middle-high age group also has a significant percept of identity than the younger groups.

In addition, for the corporate image of a multilevel marketing company, and it is easy to recognize the multilevel marketing products that are often purchased, the lower education groups had percept agreement level are higher than the higher education groups.

As the amount of annual consumption for personal in multilevel marketing brands, the 2001-3000 group is most percept the image, awareness, and recognition are then others groups. The imply the multilevel marketing companies do not have to focus on the high-consumer customer base, but instead have a significant recognition and made a sale plan for customers who spend less than 3,000 a year.

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