ADAPTION IMPACTS OF ENTRY PYRAMID MARKETING TECHNOLOGY ON COMPETITIVE ADVANTAGE

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Abstract

This study aims at show the impact of Entry pyramid marketing echnology oncompetitive advantage social structure by analyzing the impact depending on views of the study population of ZAIN LTD.

The problem of this study formulated as it's main question " What is the impact of entry pyramid marketing technology on ZAIN LTD competitive advantage". From this main question we're branching sub questions circulated on this study to give a methodology answers .

Considering this methodology of collecting and analyzing (12) of Senior and executive management depending on positions : General Director, Deputy Director, Branch Manager and Section Head. Collecting data by building a questionnaire as a tool for measuring model study and using statistical methods to test the study hypothesis.

This study reached to main Results

1. The presence of a positive impacts of Entry pyramid marketing Technology Components (Trust, E-marketing Culture, Communication, Relationship Marketing and Training) on implementing Competitiveness (Customer Loyalty, Market Shares, Quality, Technology and Essential Resources)

2. E-marketing culture Standard is most influential variable on implementing competitiveness by using simple regression we found that calculated t = (9.978) then Communication Standards is influential variable too we found that calculated t = (8.743) then Trust Standards is influential variable too we found that calculated t=(5.55) then Training Standards calculated t=(3.893) and finally Relationship

marketing is influential variable too and it's calculated t=(3.603).

That's mean all variables T-calculated is greater than T-tabulated which is good and accepted all hypothesis of study .

This study reached to main Recommendations

1. I recommended to build a business plan based on MLM just to verify used it for all industries .

2. I recommended to assign a compensation plan convenient to the type of company plan sales and that's done by leading the cost control of end products/Services by external audit Certified Public Accountant .

3.I recommended Jordanian society to trust and interaction with marketing website that handle Equity Linked Saving Scheme and work with MLM

4.I recommended all graduation studies who will take this study to give attention in new strategies just to make it alive ignore the term of Pyramid scheme

Introduction

Communications sector in most of world countries is facing today high competitive and rapidly changing work environment. Due to the advanced technology and communication tools customers have a variety of choices between domestic and foreign industries. Each of which are exerting their best efforts either in retaining their current customers or attracting new ones. Top management in most industries recognize the importance of establishing strong relationships with customers to ensure long term profitability and sustainable revenues.

Marketing strategy has moved to relationship marketing since acquiring new customer is more expensive than retaining existing customers (Roberts,2000). Marketing strategies were changed and directed to customers. This change helped relationship marketing emergence as a marketing strategy that concentrated on establishing long term relationships with customers.

It is worth to mention that the changes in demographics, customer attitudes, technology and law has changed the services and the channels used to deliver such services as well as makes relationship marketing an important, strategy in services industry.

This research intends to examine the impact of Entry pyramid marketing technology on Social structure through conducting a field study.

Research problem and questions

Due to severe Communications companies in Jordan are seeking to retain their existing customers through establishment of relationships with them for the purposes of maintaining their satisfaction and consequently their loyalty to achieve their competitive advantage. There search statement is to identify the impact of entry the pyramid marketing technology on customers' loyalty and market share through answering the following questions:

1-Do ZAIN LTD implements relationship marketing in their marketing activities?

2-Is there any impact of relationship marketing dimensionson customer loyalty?

3-Is there any impact of pyramid marketing component on competitiveness such as market share ?

Importance of the study

Despite the fact that most of successful service organizations are focusing automatically on retaining customer as part of their philosophy, but some organizations still don't apply such philosophy. Relationship marketing strategy is considered one of the new marketing strategies that play major role in attracting and retaining customers in all organizations in general and service

Organizations in particular. Many researches had been conducted in this concern, but still there is a bad need for more researches in order to provide a through concept and measures for relationship marketing, taking in consideration that such relations are affected mainly with the national culture of each country due to the interaction between the service provider and the customer.

The study is important for the following causes:

-Any increase in customer loyalty can decrease the costs.

-Industries spend large amounts of money on relationship marketing, so it is important to know if there is any change of customer's loyalty rates.

Research Objectives

The research intends to examine the impact of relationship marketing on customers' loyalty in Jordan industries in addition to the following:

1- To find out if ZAIN LTD implement relationship marketing in their activities
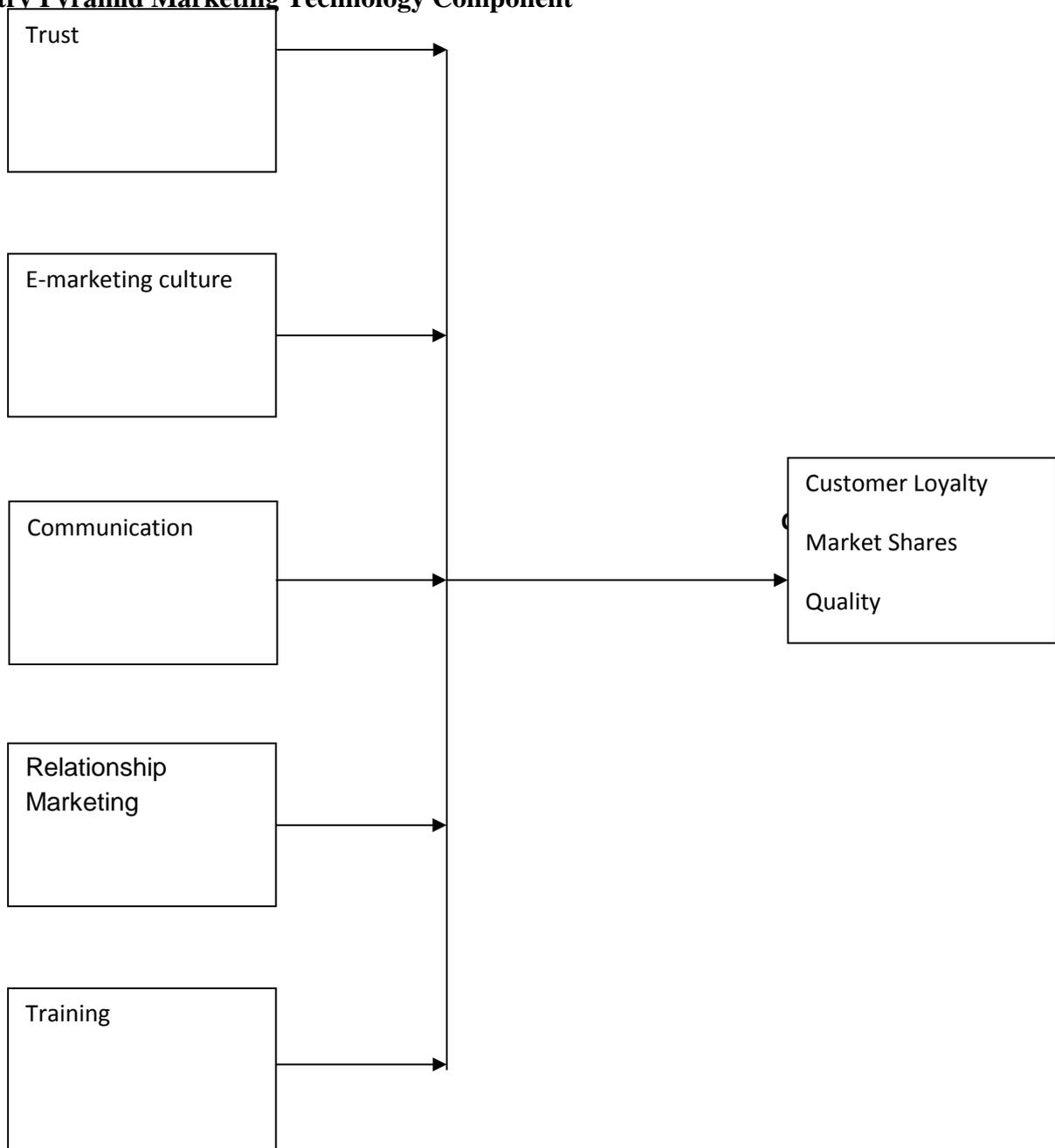
2- To specify if there is an impact of relationship marketing dimensions on customer loyalty.

ResearchModel

IndependentVariables   **DependentVariable**

Entry Pyramid Marketing Technology Component

Trust

E-marketing culture

Communication

Relationship Marketing

Training

Customer Loyalty

Market Shares

Quality

Typesofvariables

The research variables include independent variables and dependent variable as follows

A-Independent variables

1-Trust

Trust refers to customer confidence that the supplier who he deals with is honest and competent.

2-Relationship Marketing

Relationship marketing is a term to describe Multi-Level Marketing technology that is a distribution system direct selling methodically word of mouth marketing and interactive distribution.

3-Communication

Communication refers in relationship marketing to continuous contact with the customers, and providing them with all information needed regarding the service or the product (Nudubisi,2008).

4-Training

Training refers the courses for company team to improve their knowledge in many fields such as IT, marketing and managerial/Financial to understand dealing with MLM technology.

5-E.marketing Cultures

The Internet has created a lot of change in culture around the world. It is not true for everybody, but on a large scale, globalization and greater awareness of the world is a reality. People learned more about the other side of this planet in the past decade than in all those thousands of years prior to the Internet. We have embraced other cultures that we were not previously aware of, and we have blended in to a larger culture … the Internet culture. The Internet truly has been instrumental in creating the more global society we know today.

B- Dependentvariables

1-EssentialResources

Essential Resources refers to assets and Legal issues such as:

- SMSGateway and webServerPlatformandit'sinfrastructure.(Networking Technology)

- IntellectualProperty/Electronicsignature as I signed my project at Jordanian Audiovisual Commission and then I got deposit number at Jordanian National Library registering my Average compensation plan.

2-Customer Loyalty

Is when an organization receives the ultimate reward for the way it interacts with its customers. Loyal customers buy more, buy longer and tell more people

3- Competitive Advantage

Competitive advantage can be achieved through customer loyalty. This is the way to gain the best kind of customers, repeat customers. Repeat customers tend to   spend more money and provide the best word-of-mouth advertising.

4- Market share

Market share is a key indicator of market competitiveness—that is, how well a firm is doing against its competitors

5- Technology

Two types of users Web users and mobile users By using web site and GSM Modem mechanism we can attract new users to any business from across the street or far outside our local area.

Hypotheses
Null Hypotheses

There is no significant indication that portray the relationship between entry pyramid marketingtechnology(Trust , E-marketing , Culture , Communication, Relationship marketing) and competitiveadvantage

Firsthypothesis

H0: There is no significant indication that portray the relationship between Trust and competitive advantage

Secondhypothesis

H0: There is no significant indication that portray the relationship between Relationship Marketing and competitive advantage

Thirdhypothesis

H0: There is no significant indication that portray the relationship between Communication and competitive advantage

Fourthhypothesis

H0: There is no significant indication that portray the relationship between Training and competitiveadvantage

Fifthhypothesis

H0: There is no significant indication that portray the relationship between E-marketing Culture and competitive advantage

Theoretical Framework and Review of Literature
Multi-level marketing history

According to Richard Poe, (1999) multi-level marketing plan emerged in the 1945s , by the *California Vitamin Company* (shortly afterwards to become Nutrilite ,The plan allowed Nutrilite distributors with at least 25 regular customers to recruit new distributors and draw a 3 percent commission from their sales. Unlike traditional direct selling, this was an ongoing

payment whenever the customer re-ordered, allowing direct sellers(Network Marketer) to build a sales of organization.
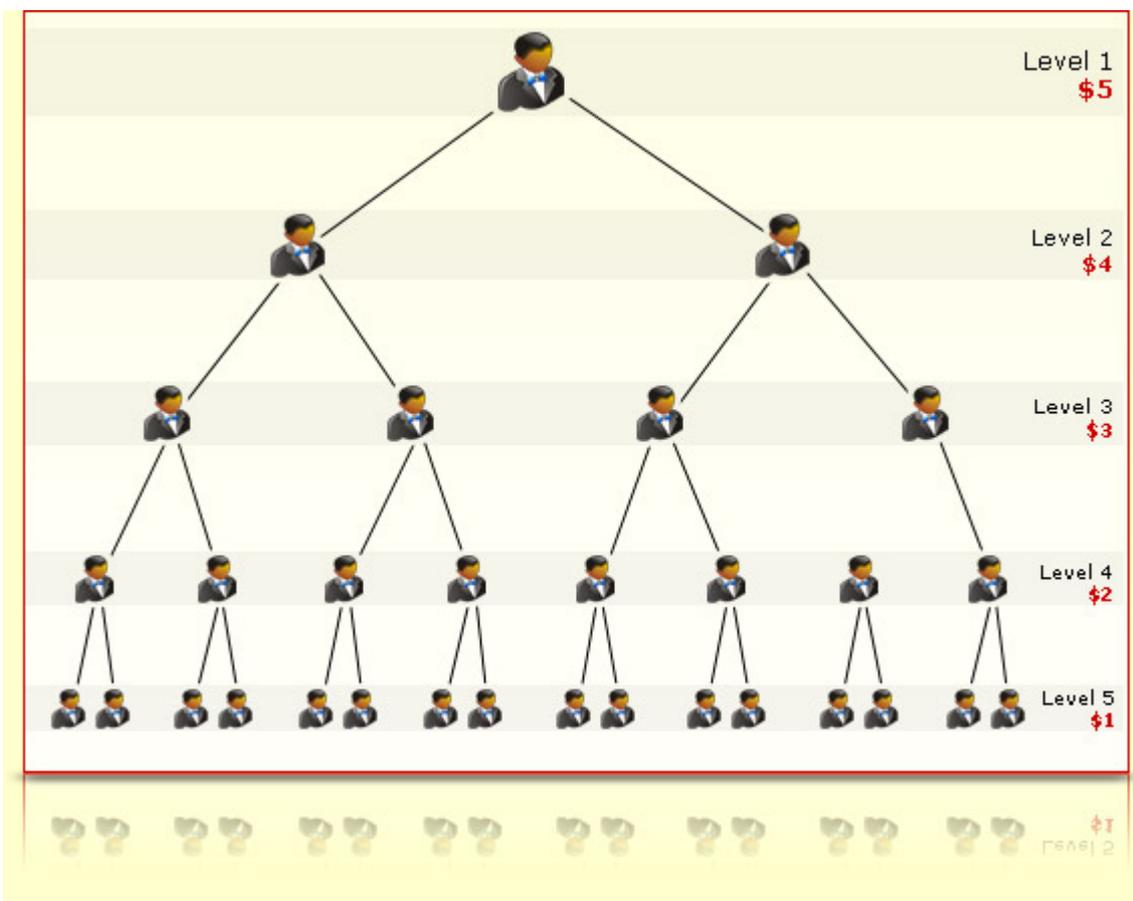
Multi-level marketing Definition

"Multi-level Marketing" have been described by author Dominique Xardel as being synonymous, and as methods of direct selling. According to Xardel, "direct selling" and "pyramid marketing" refer to the distribution system, while the term "multi-level marketing" describes the compensation plan.(Xardel, Dominique ,1993,p 1-4) .Other terms that are sometimes used to describe multi-level marketing include "word-of-mouth marketing", "interactive distribution", and "relationship marketing". Critics have argued that the use of different terms and "buzzwords" is an effort to distinguish multi-level marketing from illegal Ponzi schemes, chain letters, and consumer fraud scams.(Charles W. King; James W. Robinson ,2000,p80) Some sources classify multi-level marketing as a *form* of direct selling rather than *being* direct selling.("Person to person" sales plans... "dream" opportunity or business nightmare? Amway Ad *LIFE* Feb 27, 1970)

The Direct Selling Association, an American industry body, reported that in 1990 twenty-five percent of members used MLM, growing to 77.3 percent in 1999 (Michael L.

Sheffield ,1999) Companies such as Avon, Electrolux, Tupperware (Zoe Brennan ,January 18, 2007) and Kirby all originally used single level marketing to sell their goods and later introduced multi-level compensation plans(Edwards, Paul; Sarah Edwards, Peter Economy ,2009) By 2009, 94.2% of members were using MLM, accounting for 99.6% of sellers, and 97.1% of sales. The DSA has approximately 200 members while it is estimated there are over 1000 firms using multi-level marketing in the US alone.(ZigZiglar; John P Hayes, PhD (2001). *Network Marketing for Dummies*. Hungry Minds)

Company	Time In Business
1. Amway	1959 - 53 Years
2**.** Melaleuca	1985 - 27 Years
3. Nu Skin	1984 - 28 Years
4. USANA	1992 - 20 Years
5. Isagenix	2002 - 10 Years
6. Forever Living	1978 - 34 Years
7. Herbalife	1980 - 32 Years
8. ACN	1993 - 19 Years
9**.** Advocare	1993 - 19 Years
10. 4Life	1998 - 14 Years
11. Xango	2002 - 10 Years

Tips On How To Make MLM Work& Setup

1)   **Join A Fantastic Company** – If you join a company that isn't all that great, it's going to be hard to 'sell' your friend, or anyone else, to join. So what makes a company 'good'?

- Fantastic Product/Service – this better be life-changing
- Great Leadership – The corporate individuals better know how to run a company flawlessly
- Great Vision – Your company better be projecting to 'go places'. You should be able to see that they are actively pursuing this
- Great Compensation Plan – If more money is made at the top than by the distributors – run!
- Great Training – Your company must have tools and training to help you succeed in your business. Lots of them.

Be sure you are able to ask the question 'What Are The Best Multi Level Marketing Companies In The World?'

2) Personal Development – Actively work on this. Have the mentality that 'I am never good enough'. Keep learning, keep molding, keep developing yourself. Buy books, take classes, read articles on the internet. Do whatever you have to to in order to speak better, listen better, and write better.

3) Leads & Sales – You must be able to generate leads and convert them in to sales. This is critical. If you aren't doing either of these, you will not make money in MLM. Period. This is how to make MLM work. You absolutely must be generating leads, and developing a system that will allow you to close more sales. My Lead System Pro is by far the best resource for this. Get in it!

4) Help Your Downline – Once you have business partners to work with – help them. Push them. Encourage them to go further than they ever thought they could. Their success is your success. One of the worst mistakes a person can make is to simply not call and communicate with one of their downline members. Offer them help. Tips. 3-way calls to the people that they are prospecting.

You may be thinking 'well, how am I able to help them, if I don't yet know how to help my own business…?!' Good question. Growth and learning is a process. You will never be 'complete'. Nobody ever is. Just keep growing. Always share information with your downline. If you stumble across an article that may help them – send it. A lot of the time, you want to simply be a friend. People are less likely to quit when they have a few people who are in their upline that are in constant communication with them.

5) Online Business – Take your business online! Really? Yep. Ask yourself how many people you talk to about your business on a weekly basis. Chances are, it isn't very many. Now, what would it do for you and your business if you talked to more people on a daily basis, than you probably do in an entire week – or even month – all an aut0-pilot?! Sound crazy? Maybe. But this is what average people have gone to do and dominated. Record a video once, upload it to a site, and attract many people to it. The right ones will jump out and try to get a hold of you. Impressive time-saver.

Is setting up a business online a bit strenuous? Yes. There are a few nuts and bolts – but it's not too bad. If you want success bad enough, you will find a way to make it happen – I'm sure of it.

There you go, you have now learned how to make MLM work!

Trust – According to VanDruff, Dean. "What's Wrong With Multi-Level Marketing? - III"When someone decides to join an MLM company, he or she is making a risk. First among these is that trusts the company. I believe it is critical to examine the elements of trust that are essential to maintaining a viable relationship between the company and its distributors: Elements of Trusts that essential to maintaining a relationship between company of it's distributers :

1. **Integrity** – MLM represents a digital form of deal called "partnership" with their distributors. company then will review a distributor agreement by accepting business submitted by that distributor, that's mean it is saying to that distributor that it will do its part to allow and give him privilege to make his or her business successful and achieve interests . If the company fails to fulfill that commitment, it will have breached the trust according to the partnership and that's done by rebates were automatically calculated

by the service and product providers and transferred directly into a Member Trust Account — the receipts and accounting of this Member Trust Account were audited by certified public accountants each and every month to verify the accuracy and safety of these Member-owned credits.

2. **Performance** – Beyond trusting that the company intends to keep its word, the distributor must also be able to trust that it is able to perform. At some point the distributor must consider whether the people who are running the company are capable of running this type of company. Do they consistently deliver their product in a professional manner? Are their commission reports and procedures clear and accurate? Do they respond with satisfactory answers when asked questions about the business? Do they appear to operate effectively and efficiently? Do they act together If not, the distributor knows it will ultimately reflect negatively on his or her business.

3. **Non-competitive** – One of the most basic conventions in MLM is that the company never competes directly with its own distributors. To do so would be to betray the partnership between company and distributor. A company may have other distribution channels, but at the very least they would market products that differ in some material way from the ones offered through the MLM Company. There are at least three reasons for this:

   1. As previously discussed, it is important to have a compelling story that sells the benefits of the products. By definition, that story should be exclusive to the products and brand being offered by the distributors.
   2. If the company does not protect distributor exclusivity, it becomes very difficult for them to see the company as a partner committed to their success.

If they don't have a partner committed to their success, they no longer have any basis for the belief system that says, "I can do this!" The psychology upon which MLM is dependent is destroyed, and the model will no longer work.

Network Marketing Communication: How to use it and When?

Just like any other skill, communication also has some features embedded in it that can be learnt. When you plan your network marketing strategy, you need to have a contact with your customers by interacting directly with them. All your communication efforts need to be coordinated to guarantee success.

When you cross-check clarity, direction, consistency and timing of your marketing messages, your target audience perceives your marketing efforts in the best possible light. In multi level

marketing, companies need to ethically plan their network marketing strategies and communicate in the right manner to earn the trust of their clients.

Universal tools of Network Marketing Communication

1.   Advertising: By using this tool, you can get your messages across to the public and let them know about your services. There are various channels such as TV, radio, and most importantly internet (vital for online network marketing). This tool is the gateway to your client's desires as they get the first outlook of your business through the online advertising.

2.   Sales Promotion: Sending a free coupon or giving discount on a particular product sends the right message to your target market. Discounts or incentives are always welcome in network marketing. This mode of communication helps build brand awareness and also encourages repeat selling of products.

3.   Public Relations: It includes network marketing communication channels such as personal meetings, press releases or online coaching. In online multi level marketing, building trust takes time as you hardly interact with your clients face-to-face.

4.   Personal Selling and Branding: This is perhaps the most important aspect of communication in multi level marketing. There is nothing like one-on-one communication or meetings with your clients. Reaching your customers real-time will help you strengthen your relationship with your clientele.

        Communication is the key in network marketing. Doctors are trained on dummies or in labs before they deal with real people. Similarly, you are putting your network marketing business at risk if you plan to undertake it without great communication as it is integral ingredient of your network marketing.

Relationship Marketing Optimization in Multi-level Marketing

        The best *network marketing* tips that is truly effective right now is a mixture of social media marketing and what marketing expert, Mari Smith calls, *"New Relationship Marketing."*

A.**Interruption Marketing (IM)**

This is the process where businesses online would interrupt a person when browsing the web with pop-ups; adverts with flashy signs and unwanted emails or SPAMS. As effective as this technique might be for people to grab attention (*unwanted or not*), the problem is that it tends to be quite annoying and disrespectful. In short, it turns off prospects rather than engages or entices them into your network.

Let's face it, who wants to be constantly interrupted by nuisance and irritating pop-ups or emails?

What's more, this form of network marketing does nothing when it comes to relating to customers on a personal level. Basically, one lets the machine or technology do the most important bulk of the work – communicating with your target market and relating to them **P2P or person to person!**

Permission Marketing (PM)

The second form of network marketing is a little less brassy and less intrusive. **Permission Marketing is the type of network marketing strategy that requires a customer to consent to receiving any information from a certain business.** The opposite of Interruption Marketing, *it aims towards building a continuous relationship with customers who eventually involves into turning strangers into friends and eventually, friends into customers*.

This has proved a bit more successful than its predecessor since it builds a rapport and a connection between business owners and their customers. However, there was still something lacking about permission marketing as marketers are still centered on monetizing and focused on an agenda rather than genuinely helping people. It has even become extra difficult to build trust with the era of pyramid scams that have tainted the network marketing world.

Fortunately for aspiring social marketers and network marketers online, a new form of marketing is emerging. This is something that can possibly redefine the way people think about network marketing and eliminate the skepticism and doubt in terms of a company's sincerity and honesty. The world is finally entering the era of **New Relationship Marketing (NRM)**.

New Relationship Marketing

According to Mari Smith, who will be releasing her book mid-September, *it's time to be motivated into putting relationship with prospects first and then putting business second.* It is a new form of marketing where marketers need not be hung up on technology

and generally transcends the media. In short, this new form of network marketing is all about *caring about people*.

It is all about demonstrating how you truly value your customers and relating to them rather than bombarding them with newsletters, emails and pop-ups. There should be giving without agenda and helping people gain success or attain a goal through one's help. And as Mari Smith put it in one of her interviews, "*…as if by magic, business comes from that!*"

Another fine example that she relays in one of her weekend coaching retreats with us was how marketers should not judge their prospects or customers based on the number of followers he or she might have on Twitter or on his or her Social Networks. *She stresses that "Everyone is important regardless of how many followers they might have…" because at the end of the day, everybody else is connected and those 6 degrees of separation is pretty small.*

One might think that networking to a person with measly followings is a waste of time but then, one might overlook the fact that the quality of those "meager" following is in fact high and ripe with opportunities! Besides, those few followers might be connected to some of the more influential people on the web. In fact, the truth of the matter is, in today's online network marketing business, *"The nobody's are the new somebody's!"*

Again, the ability of building relationships to catapult a person into branding success is turning out to be more efficient than Permission Marketing or Interruption Marketing.

Now, how does social media fit into this equation?

Mari Smith says that social media is not where you get the money from because monetary gain is a product of how your service or product sells in the market. *Social media is a network marketing tool to funnel or drive prospects into your business.* She stresses that one has to learn to take advantage of the tremendous leverage that social networks offer.

At the end of the day, people remember who you are as a person rather than what you are attempting to sell. If you are a good person with a good heart, naturally you conduct yourself in a business that actually nurtures friendship because you truly believe in servicing your customers. And, with this newfound marketing strategy, you will be able to grow a loyal and profitable network marketing business that represents honesty and integrity

MLM System Documentation (Questions Answers)

Q1. What is the need you fill or the problem you solve?

Actually, I developed my system with molecularly thinking between users, my Idea doesn't apply in any networking website maybe only in facebook strategy option when they tell us "maybe you know this person" and this is their Competitive Advantage.

In the beginning I didn't look at the facebook and how I will do same thing like facebook because it's not my major I'm not a developer as I sent to you in my previous application you can see that I'm a Business administrator.

I shaped a pyramid with flexible data flow, high performance and functionality metrics' of my trading network, relations tree and representing users, they status, ability, performance and their credits, this Pyramid controlling more than subsystem all achieve it's process .

Problem that I maybe solved is about finding a way in how can we gather people and encouraging them to use technology and make something for Jordan some adding value because Jordan needs us, I have a lot of strategies to action and adaption in Socialism external environment .

Q2. How will you differentiate your product or service?

My main service is a home delivery just for taking this idea in a legal issue and I differentiate it by:

1. Ono to one connection infinite technology service;

2. Shaping pyramid for each user on this trade network;

3. Credits technology service depending on:

a) User's pyramid and it's Accounting of complexity functionality.

b) Ranks technology system (see point 5).

4. The Relationships and it transferring credit technology system:

User can deal with other depending on the strength of user's relationship and his/her network for expanding other's circle of business or events on our trade network just to differentiate our VIP members.

5. Continuously, the demands ranks system will give the user a full knowledge of their online system purchase for all sectors in Jordan many restaurants deal with us and many

demands occur on their products/services via our members' purchases thus will convert these ranks for our users' credits.

6. Regulatory Arrangements policy this comes through our high quality Evaluation for non-active users to link individuals to individuals.

7.about economics we talk about demands but we don't talk about marketing of advertiser supply policy . this trade network will encourage restaurants and banks…etc to develop their services depending on this huge demands so they will be part of us here in this point 7 I have a lot of sensitive strategies.

8. Security and privacy features by using specialist Astaro firewall hardware to organise flow of TCP/UDP Data from/to our online web application .

Each user on our Trade network have his own access to his/her account no body else can access to make illegal issue our system handle users to advanced their security wise and privacy policies Account .

Each user contact have a log file in our system just to trace all Public Internet Protocol just if any problem occur we can judge hackers by legal .

Q3. How will you reach your customers?

1.Sending formal Letters to many Electronic mails

2.Direct contact with Customers and let them know what's new up to date knowledge

3.7ps marketing strategy:

People

Anyone who comes into contact with our customers will make an impression and this will make profound effect Positive or Negative on customer satisfaction depending on our reputation and Customer service Department and Right employees in a right place who contact directly with customers and our quality online Services.

The level of after registration and any online transaction support and advice provided by Trade Network a way of adding value to our services and important edge over any competitors

Price
Pre-paid cards

It's a very Nominal prices Comparing to our services and Credits benefits for Trade Network Customers just to keep it alive and Continuously working

Promotion

It's not one-way Communication it paves the way for a dialogue with customers and promotion material will be like packages contain brochure for grabbing attention of people

it's Easy to read and identify why members should join our trade network and pre-paid card to join this trade network.

Thus it's Important for our members to ensure them to be aware of the value and attributes of our services and here they can be knowledgeable and share expertise with each other

Placement

Placement means our Trade network in a way of displaying advertiser services and products to our pyramid member groups via shop window using our online system .

Customer surveys have shown that delivery performance is one of the most important criteria when choosing a supplier .

Pre-paid cards distributed in stores or by using our home delivery service

Service

Finding out what customers need or want and then develop our services with the right level of quality in order to meet those needs now and in the future giving our member what they want not what we think they want by Feedback system and customers input Data before rising a Problem they forecasting and their suggestions helping us to know what could be right to shape in System

Process

Most important and our goal is the Satisfaction of Members and make them happy by our high functionality process pyramids to meet our main service we will not depressed in details our process but they have to know how our system work to achieve their increasing credits and time will be controlled

Physical evidence

Any transaction process in our trad network and Ranks customers purchase system continuously will be shown depending on this our service will operate .

Adding to this, our feedback system and consumer input data before rising any problem their input suggestion It's kind of demonstration confirming the financial assumption of customers

Q4. How will you generate money?

All financial processes and operations through our online trade network by using credit cards and visa this for international operations but in a local wise we going to distribute pre-paid card with brochure packages dealing with our online registration form on trade network .

Q5. What, exactly, are the important things you need to do to succeed with the plan?

Commercial Registration, Ministry of Industry and Trade

Fund to began my business

Our own server for hosting trade network application with all it platform as a server

Rent office for our business

Your big promotion handle

Team of marketing and developers and customer care department to deal with external environment

Your Managerial Assistance as you're expertise in this.

Home Delivery cars to deliver substances

SMS Gateway for sending mobile messages to our users or dealing with companies to handle in this because initially will be costly Mobiles developers to make our application optimise with smart phone such as Iphone we need (Objective C) developers and I-mac platform

System Average Compensation Plan
Zain Ltd

Lets say

 X=3(depending on Company Polices and strategies)

Y=X*X ➜ 3*3=9 next stage (X= 3,9,27,81,….. ∞)

Z= $ money (Currany) of country let's say = 5 JD

X means the rule of how many person you must as a client have to be active and it's changed depending on company policies and strategies

Y= Levels dowline that intrest becomes through it by

1

2

3

∞
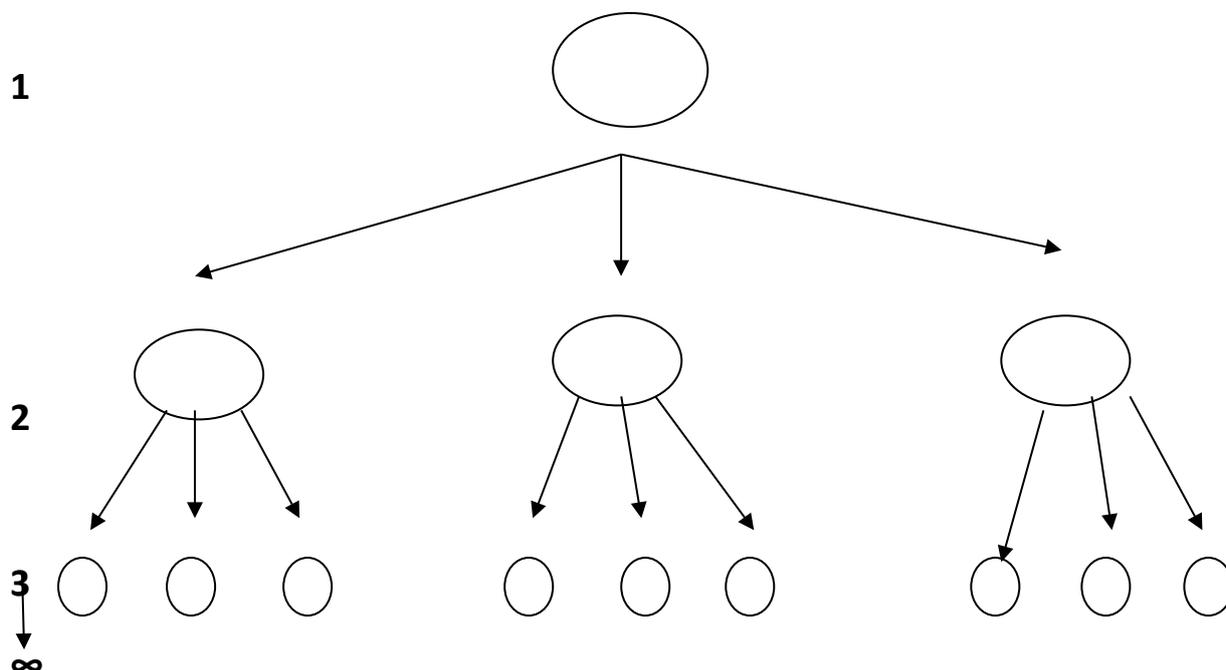
        Each Circle shows people on our network and each one must pay Z=5JD , When each circle have 3 people under it then the system refering it that's Active Account so it can get intrest from company (1,2,3) refering to stages/Levels

        Intrest = 5/3 + 5/9 + 5/27 + 5/81 + … …… ….   ∞   **here Consedering**
        Y for begening = 1 and it's changed

        X=3 and Z=5jd so the rule is Z/X*Y + Z/Y + Z/Y+ … …… ….   ∞
E-Marketing Culture

        From a marketing point of view, research on global Internet usage or consumption hastwo-fold relevance: First, the Internet as a product of ICT in general is a marketable good and its global or local market potentials are of some profitable interest. Internet consumption may therefore depend on marketing. Second, and more importantly, the Internet is a new channel of communication in addition to traditional media such as newspapers, radio, and

TV, through which marketing communication such as advertising or public relations can be spread.Marketingmaytherefore depend on Internet consumption.

Consumption research is an essential precondition for appropriate product design. It tries to uncover how much, by whom, where, at what time, for what purpose, and according to whose preferences the Internet typically is used, as well as how it is used—if it is used at all.
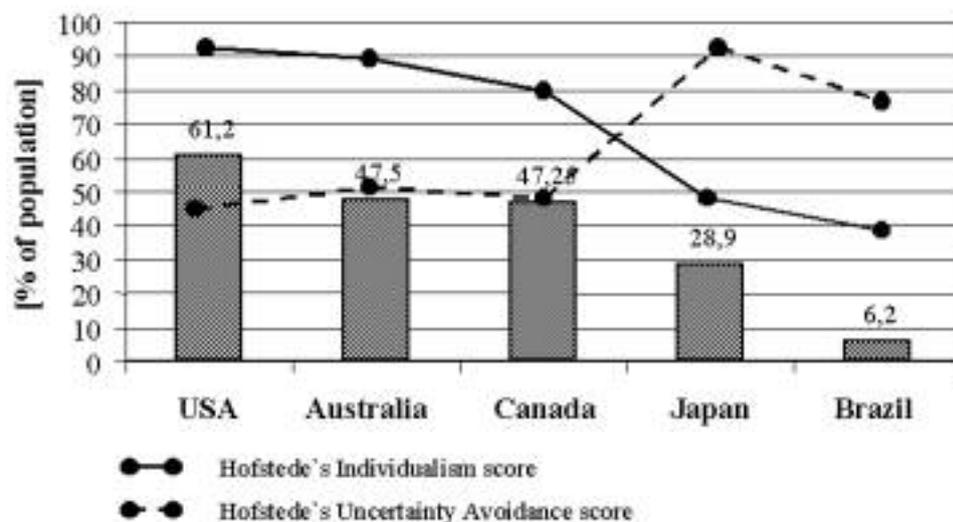
Internet usage in different nations, 2001 (Nielsen NetRatings)

Avon's Company as one of Multi-level Marketing and Compensation Plan
        Avon Products, Inc. is a American personal care manufacturer and seller company in over 140 countries across the world and sales of $10.8 billion worldwide as of 2010.("500 Largest U.S. Corporations". *Fortune*: F–13. May 5, 2008) It is the fifth-largest beauty company and largest direct selling enterprise in the world, with 6.4 million representatives.(Avon: The Rise and Fall of a Beauty Icon , P106-114)

        Avon's Brands are Color Cosmetics, Skin Care, Fragrance, Personal Care, Hair Care and Jewelry.

	Personal Sales	Sales of Group	Commision
Representative	$25 - $144	N/A	20%
	$145 - $284	N/A	30%
	$185 - $424	N/A	35%
	$425 - $899	N/A	40%
	$900 - $1549	N/A	45%
	++ $1550	N/A	50%
Unit Leader (5 Recruits)	$225	$1,200	3 – 7 %
Advance Unit Leader(12 Recruits)	$300	$4000	3 – 8 %
Excutive Unit Leader(20 Recruits)	$350	$17,500	3 – 12%
Senior Excutive Leader Allowance	$400	$40,000	3 – 12% + Car

Review of Literature

P. Sreekumar (2007) study intended to establish Multi-Level Marketing (MLM), As A Potential Tool For Socio-Economic Development .The problem statement of the study indicated that Successful Personal selling based on referrals is the key to ensure regular expansion of customer base and building long term customer relations, Study intended to examine the proliferation of MLM in the Insurance Industry and analyzes the reasons for its apparent success so that further improvements and extension in to similar businesses can be considered

Time leverage

It is common knowledge that MLM works on the concept of time leverage. A work to be done by you in 100 days can be completed in one day if you have 100 people under you (in a chain) doing one days work. You earn a % of incentive for the work done by each of these 100 people.

The Relation between our studies is Implementation of Socio-Economic factors as P.sreekumar said we can use this technology on Insurance sectors .

And he mention self development as a tool for grapping people.

Statistical Analysis
Sample Characteristics
   1. Gender

Table (1)

Gender	Freq	%
Male	8	66.7
Female	4	33.3
Sum	12	100

It was found that 66.7% of the sample is males and the rest is females.

   2. Age

Table (2)

Age	Freq	%
Less than 25	6	50
25 – Less than 30	2	16.7
30 – Less than 40	4	33.3
40 +	-	-
Sum	12	100

It was found that the highest percent of the sample is less than 25 years.

   3. Educational Level

Table (3)

Educational Level	Freq	%
BA Or less than	8	66.7
Master	2	16.7
Doctoral	2	16.7
Sum	12	100

It was found that 66.7% of the sample has Bachelor degree or less than.

   4. Income

Table (4)

Income	Freq	%
Less than 500	2	16.7
500 to less than 750	6	50
750 to less than 1000	2	16.7
1000 +	2	16.7
Sum	12	100

It was found that 50% of the sample has between (500-less than 750JD)

5. Job

Table (5)

Job	Freq	%
G.D	6	50
D.D	2	16.7
B.M	2	16.7
S.H	2	16.7
Sum	12	100

It was found that 50% of the sample is General Director.

Descriptive Analysis

Table (6)

	Mean	Std. Deviation
Q1	4.4167	.66856
Q2	3.6667	1.15470
Q3	3.6667	1.07309
Q4	3.9167	.99620
Q5	3.4167	1.31137
Q6	3.9167	.90034
Q7	4.0833	.66856
Q8	4.3333	.49237
Q9	4.8333	1.02986
Q10	3.5833	1.16450
Q11	3.4167	1.16450
Q12	3.4167	1.24011
Q13	3.9167	1.08362
Q14	3.9167	.90034
Q15	4.1667	.71774
Q16	3.4167	1.24011
Q17	3.7500	1.28806
Q18	3.6667	1.23091
Q19	3.5833	1.16450
Q20	3.7500	.96531
Q21	3.6667	1.23091
Q22	3.0000	1.41421

Q23	3.6667	1.07309
Q24	4.2124	1.21210
Q25	3.8674	.932567
Q26	3.5642	1.23165

Table (6) shows that there are positive attitudes toward above questions because their means are greater than mean of the scale (3).

Reliability

Cronbach alpha was used to test than reliability if the scale and α was equal 0.954 which is good because it is greater than accepted percent 0.60.

Hypothesis

Hypothesis (1)

H0: there is no impact on relationship between TRUST and Competitive Advantage

Ha: there is an impact on relationship between TRUST and Competitive Advantage

Table (7)
TRUST

T-Calculated	T-tabulated	T-sig	Result of H0
5.55	2.201	0.00	Reject

Simple regression was used to test our hypothesis and we found that (calculated t = 5.55) is greater than tabulated t. According to our decision rule: accept H0 if calculated value is less than tabulated value and reject H0 if calculated value is greater than tabulated value.

So we will reject H0 and accept Ha. So that is an impact on relationship between Trust and Competitive Advantage.

Hypothesis (2)

H0: there is no impact on relationship between E-marketing Culture and Competitive Advantage

Ha: there is an impact on relationship between E-marketing Culture and Competitive Advantage

Table (8)
E-marketing Culture

T-Calculated	T-tabulated	T-sig	Result of H0
9.978	2.201	0.00	Reject

Simple regression was used to test our hypothesis and we found that (calculated t = 9.978) is greater than tabulated t. According to our decision rule: accept H0 if calculated value is less than tabulated value and reject H0 if calculated value is greater than tabulated value. **So we will reject H0 and accept Ha. So that is an impact on relationship between E-marketing Culture and Competitive Advantage.**

Hypothesis (3)

    H0: there is no impact on relationship between Communication and Competitive

Advantage

    Ha: there is an impact on relationship between Communication and Competitive

Advantage

Table (9)

Communication

T-Calculated	T-tabulated	T-sig	Result of H0
8.743	2.201	0.00	Reject

    Simple regression was used to test our hypothesis and we found that (calculated t = 8.743) is greater than tabulated t. According to our decision rule: accept H0 if calculated value is less than tabulated value and reject H0 if calculated value is greater than tabulated value. **So we will reject H0 and accept Ha. So that is an impact on relationship between Communication and Competitive Advantage.**

    Hypothesis (4)

    H0: there is no impact on relationship between Relationship Marketing and

Competitive Advantage

    Ha: there is an impact on relationship between Relationship Marketing and

Competitive Advantage

Table (10)

Relationship Marketing

T-Calculated	T-tabulated	T-sig	Result of H0
3.603	2.201	0.00	Reject

    Simple regression was used to test our hypothesis and we found that (calculated t = 3.603) is greater than tabulated t. According to our decision rule: accept H0 if calculated value is less than tabulated value and reject H0 if calculated value is greater than tabulated value. **So we will reject H0 and accept Ha. So that is an impact on relationship between Relationship Marketing and Competitive Advantage.**

Hypothesis (5)

    H0: there is no impact on relationship between Training and Competitive Advantage

    Ha: there is an impact on relationship between Training and Competitive Advantage

Table (11)

Training

T-Calculated	T-tabulated	T-sig	Result of H0
3.893	2.201	0.00	Reject

    Simple regression was used to test our hypothesis and we found that (calculated t = 3.893) is greater than tabulated t. According to our decision rule: accept H0 if calculated value is less than tabulated value and reject H0 if calculated value is greater than tabulated

value. **So we will reject H0 and accept Ha. So that is an impact on relationship between Training and Competitive Advantage.**

Results

1. There is an impact between Trust as relationship pyramid marketing technology dimension on competitive advantage.

2. There is an impact between Relationship marketing as relationship   pyramid marketing technology dimension on competitive advantage.

3. There is an impact between communication as relationship pyramid marketing technology dimension on competitive advantage.

4.There is an impact between E-marketing culture as relationship pyramid marketing technology dimension on competitive advantage.

5.There is an impact between Training as relationship pyramid marketing technology dimension on competitive advantage.

Recommendations

1. I recommended to build a business plan based on MLM just to verify used it for all industries .

2. I recommended to assign a compensation plan convenient to the type of company plan sales and that's done by leading the cost control of end products/Services by external audit Certified Public Accountant .

3. I recommended Jordanian society to trust and interaction with   network marketing website that handle Equity Linked Saving Scheme and work with MLM .

4. I recommended all graduation studies who will take this study to give attention in new strategies just to make it alive ignore the term of Pyramid scheme

Appendix

AdaptionimpactsofEntrypyramidmarketingtechnologyonCompetitiveadvantage

Field study
(Social structure)

Questionnaire
Demographic Variables

1. **Gender**

   ( ) Male   ( ) Female

2. **Age**

   ( )Less than 25   ( ) 25 to less than 30

   ( ) 30 to less than 40   ( ) 40 +

   3. Education Level

   (   )Bachelor Degree or less   (   ) Master Degree   (   ) Doctoral Degree

   4. Monthly Income

   (   )Less than   500JD   (   ) 500 to less than 750

   (   )750 to less than 1000   (   ) 1000+

5- Job title

   General Director (   )   Deputy Director (   )

   Branch Manger (   )   **Section Head** (   )

Part Two

Kindly tick (√) on your appropriate response

No.	Questions	S. Agree	Agree	Don't know	Disagree	Strongly disagree
1	You deal with a reliable Broadband					
2	You trust the services provided by ZAIN LTD					
3	You trust ZAIN's staff you deal with them					
4	You never have trust problems with the company					
5	Company's staff are highly qualified					
6	Company's respects your privacy					
7	The company's fulfills its promises					
8	The company seeks always to provide you with proper information					
9	You can obtain the information you need in any time					
10	Company's information are almost accurate					
11	Company's employees attempt to avoid potential conflict					
12	In the company you deal with conflicts are solved amicably					

13	Company's management discuss any problem with the concerned people					
14	You have a good link with your company					
15	You feel free to contact company's employees					
16	Company's staff are willing to help you through phone call					
17	Company's staff respect all it promises					
18	Company's respond very rapidly to your inquires					
19	You feel happy to deal with company					
20	You recommend the company to your friends					
21	You have no intention to move to other industries					
22	You only deal with one industry only					
23	You have to stay dealing with this company					
24	You recommend your friends to join a company MLM technology and act well					
25	You think Company implement it product/service to requires MLM concept					
26	Company try to expand and involved in market to reach their products anywhere with new MLM strategies					

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