

## ABSTRACT

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### **ETHNOGRAPHIC STUDY OF FACTORS INFLUENCING DISTRIBUTOR'S SATISFACTION TOWARDS NETWORK MARKETING COMPANY AND ITS PERCEIVED QUALITY**

(xiv + 204 pages; 9 figures; 8 Tables; 4 Appendices)

Network Marketing (NM), or more commonly known as Multi-Level Marketing (MLM) has been in the spotlight of controversies and debate for the past several decades due to its perceived deceptive, abrasive and manipulative nature, hence seen and believed by many citizens as an unethical, morally wrong business. Despite so, Network Marketing industries showed a significant growth for the past few decades. It is therefore important to comprehend the variables that could encourage the distributors to remain on the job, as well as understanding the reason behind their satisfaction.

While there are a lot of existing studies done about normal salaried employee's satisfaction and loyalty, research that was done separately about sales representatives or agents like Network marketing or MLM distributors are relatively scarce and hard to find. This research aims to investigate and discover the elements and factors that influence the satisfaction level of the distributor who pursues Network Marketing based on the lived experience of the distributors.

Qualitative research method was selected in proceeding this research, with Ethnography as the selected research design. The research resulted in a form of four new emerging concepts, which are *High-Quality Product*, *Affordable Price*, *Company's Systems*, and *Perceived Potential of Earning Passive Income* based on the data collected.

**Reference:** 77 (1970 - 2020)

**Keywords:** *Network Marketing, High-quality Products, Affordable Price, Company's System, Distributors satisfaction*