

POTENCY OF HUMAN CAPACITY BUILDING ON MULTI LEVEL MARKETING AMONG URBAN DWELLERS IN RIVERS AND CROSS RIVER STATES

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Abstract

This paper examined the potency of human capacity building on multi-level marketing among urban dwellers in Rivers and Cross River States. Three research questions and one hypothesis guided this study. The study adopted the descriptive survey research design. The population of the study was 3500 leaders of ten health based multi-level marketing companies in Rivers and Cross River States of Nigeria while the sample size was 875 respondents which is 25% of the population drawn through proportionate sampling technique. The instrument used to collect the data was a researcher designed questionnaire which was validated by three the experts in human capacity building. The instrument had a reliability index of 0.75. Focus group discussion was used to support the quantitative data derived from the questionnaire. Mean and standard deviation were used to answer the research questions while the Pearson Product Moment Correlation Coefficient (PPMCC) was used to test the hypothesis formulated. The result showed that human capacity building, entrepreneurship education and leadership training are very relevant to multi-level marketing. Based on the results the following recommendations were made among others relevant capacity building programmes with respect to multi-level marketing should be promoted in order to reduce poverty and youth unemployment; multi-level marketing firms should involve adult education experts in the training of marketers because these experts have a bitter grasp of the adult psychology.

Keywords: Human, Capacity Building, Multi-Level Marketing, Potency.

Introduction

Technological development through the years has enabled mankind to achieve more with less effort. Nevertheless, at this time when there is increasing demand for scientific and technological literacy which are in turn needed in solving novel problems in the society, it is disturbing to observe that many people lack the necessary skills and ability to function effectively in this technology-driven world. The use of the computer and the

internet to assist and manage goods and services will provide entrepreneurs with reformed environment that will engage them meaningfully in activities that will deepen and enrich their understanding and therefore better prepare them for the 21st century workforce.

UNDP (2006) defined capacity building to cover human resources development and the strengthening of

managerial systems, institutional development that involves community participation and creation of an enabling environment. Capacity building in the context of development implies a dynamic process which enables individuals and agencies to develop the critical social and technical capacities to identify and analyze problems as well as proffer solutions to them. Azikiwe (2006) defines human capacity building as the process by which an individual, irrespective of sex, are equipped with skills and knowledge they need to perform effectively and efficiently in their different callings. The author also added that capacity building could also be defined as the ability to enable the people to make use of their creative potentials, intellectual capacities and leadership abilities for personal as well as national growth and development.

Capacity building therefore means planning for people to acquire knowledge and advanced skills that are critical to a country's economic growth, its standard of living and individual empowerment.

It is the planned programmes that will impart skills which will enable the recipient put the knowledge and skills acquired into productive uses to solve wide range of individual and national problems. Capacity building from the human capital point of view could be explained to mean when people possess the needed knowledge and advanced skills that are critical to individual growth as well as the country's growth and development. The capacity needed by any country for sustainable development is primarily dependent on the adequacy and relevance of its entrepreneurship.

Capacity building programmes equip marketers, distributors, marketing/sales executives and other key players in multi level marketing with skills and the technical know-how paramount to business success. Key players and other

participants in multi level marketing acquire different qualifications through trainings (in form of adult education, formal and non formal education) (Helfert, 2008).

According to Azikiwe (2008), development simply implies a change in a forward direction; a modification in the positive sense; and a change of an improvement. Development is therefore seen as a process of change for the better. Sustainable development on the other hand implies constant and steady economic growth as a result of acquisition of knowledge and skills used for solving national problems that add value to lives and property. Simply put, it means sustained social, economic, political, scientific and technological growth of a nation and its members.

Human capacity building has to do with the development of the human resources as every other form of capacity building is dependent on this. Capacity building and capacity development are often used interchangeably. Capacity building is a conceptual approach to social behavioural change and leads to infrastructural development. It simultaneously focuses on understanding the obstacles that inhibit people, governments, international organizations and non-governmental organizations from realizing their development goals and enhancing the abilities that will allow them to achieve measurable and sustainable results. Human capacity building for the purpose of this paper embraces areas like : development of network competence, relationship building , knowledge sharing abilities , relationship maintenance skills, effective customer network management among many others.

The term competence is used by some to describe resources and preconditions, i.e., qualifications, skills, or knowledge, necessary to perform certain tasks without considering the actual

execution of the task (Prahalad& Hamel, 2009). But, competence has been defined also as a process of activities Network competence is the ability of a firm to develop and manage relations with key suppliers, customers and other organizations and to deal effectively with the interactions among these relations (Thomas, Lan & Wesley, 2002).

Talking about relationship building, it is pertinent to note that marketing relationship is the interaction between marketers and customers aimed at fostering customer loyalty, interaction and long-term engagement. (Olenski, 2013). It is designed to develop strong connections with customers by providing them with information directly suited to their needs and interests and by promoting open communication.

Knowledge sharing is an activity through which knowledge namely (information, skills or expertise) is exchanged among people, friends, families, communities or organizations.

Multi-level marketing (MLM), or better known as direct selling or network marketing, generally refers to the practice whereby products and services are sold by an agent or distributor to individual consumers through homes, offices and other non-retail stores (Brodie et al 2004). For decades now, multi-level marketing as a business model has been fast growing. It is a referral marketing approach which involves the selling of goods and services through a network of distributors. Thus multi-level marketing is a marketing approach that involves the use of independent representatives to reach potential customers that an establishment would not have reached with traditional methods of marketing. (Glenn, 2017).

Multi-level marketing enable some companies/marketers to become highly talented and stable practitioners while

others are quite simple amateurs (Thomas and Hans, 2003). Experts recommended multi-level marketing education as a way of enhancing the ability of firms to improve their overall position in a network (with regard to resources and activities) and their ability to handle individual relationships.

Entrepreneurship education is a form of Adult Education which has the mandate to equip the youths with functional knowledge and skill to build up their character, attitude and vision. It has vital role in developing eco-system that promotes innovation (European Union 2006). According to the International conference on E-business management (2011) – Education is an element which is needed for development and reinforcement of Entrepreneurship situation and framework in order to facilitate financial development. Entrepreneurship has a tremendous impact on the economic development of a country, so much that entrepreneurship is seen as a solution for the fast changing economic demands worldwide and has been recognized as a path to sustainable economic development (Sarchez – Garcia, 2015), despite recognition of entrepreneurship on the road to global economic development, a large body of research on the education and element of entrepreneurship education remains unresolved.

Entrepreneurs capacity trainings are crucial to effective maximization of organizational and group relationship. Education enhances the totality of a firm's technology-oriented relationships aimed at acquiring, jointly developing or diffusing of technological know-how and resources. Network competence relates to the investment of time, effort, and resources a firm must make to gain access to external partners' resources (Prahalad & Hamel, 2009).

Exchange of products, services, money, information, know-how, and personnel can be seen as an essential part of an inter-organizational relationship (Mohr & Nevin, 2000). Focusing on technology-oriented relationships, (Mohr & Nevin, 2000) distinguished between technology-related exchange (transfer of technological information, technological needs and requirements); person-related exchange (knowledge of personal needs, requirements, and preferences to establish social bonds) and organization-related exchange (information on partner's strategy, organizational structure and culture) activities. Normally, a simple exchange between organizations is not sufficient for a relationship. The two organizations involved need to synchronize their activities so that the activities of both organizations are in tune with each other (Mohr & Nevin, 2000). Such coordination includes the establishment and use of formal roles and procedures and the utilization of constructive conflict resolution mechanisms all of which is a product of a well-structured and implemented educational programme.

One of the major components of multi-level marketing education in the present day society is customer relationship management. It is the implementation of the principles of relationship marketing through the management of customer data and use of technology (Walter, 2008). Godson (2009) describe customer relationship management as an enterprise wide business strategy for achieving customer specific objectives by taking customer specific actions.

It is important to note that multi-level marketing involves the adult populace and it is also the process of adult education sensitization like; symposia, seminars and workshops that multi-levelmarketing in its totality is

communicated. Multi-level marketing has become a common tool through which the unemployed, low income as well as average income earners help themselves to become self-supporting and financially independent (Brassfield,2012). It is pertinent to note that multi-level marketing cannot be separate from human capacity building, entrepreneurship instruction.

The whole process of multi-level marketing or networking as explained above involves adults and only adults participate in the entire process, in other words, it is a process of getting adults motivated through seasoned conscientization to fly a product or service as well as recruit referrals which is done through motivational persuasion and convincing with the goal of being beautifully compensated at the completion of a targeted circle. The crucial knowledge of the "social embeddedness" associated with multi level marketing in ensuring competitive advantage of inter-organisational interactions that come with knowledge sharing has been well acknowledged (Kale & Singh, 2007). Adult education equips individuals with means for regularly and systematically sharing knowledge of alliance management that has already been articulated or codified by the firm and which serves as an important stimulus for change and organizational improvement (Zhaoquan & Chen, 2013).

Core multi-level marketing or networking have not been learnt meaningfully by entrepreneur, hence application of knowledge in the solution of real life problem is posing unique and formidable challenges to adult education on entrepreneurship. Besides research addressing the use of capacity building to enhance multi-level marketing or networking is limited. This study therefore investigated the potency of human capacity building to multi-level marketing

among urban dwellers in Rivers and Cross River States.

Aim and Objectives of the Study

determine the relevance of human capacity building to multi-level marketing among urban dwellers in Rivers and Cross River States.

1. determine the relevance of entrepreneurship education to multi-level marketing among urban dwellers in Rivers and Cross River States.
2. ascertain the relevance of leadership training to multi-level marketing among urban dwellers in Rivers and Cross River States.

Research Questions

1. What is the relevance of human capacity building to multi-level marketing among urban dwellers in Rivers and Cross River States?
2. What is the relevance of entrepreneurship education to multi-level marketing among urban dwellers in Rivers and Cross River States?
3. What is the relevance of leadership training to multi-level marketing among urban dwellers in Rivers and Cross River States?

Hypothesis

1. There is no significant relationship between human capacity building and productivity in multi-level marketing among urban dwellers in Rivers and Cross River States.

Research Methodology

A descriptive survey research design was adopted for the study to investigate the potency of human capacity building on multi level marketing among urban dwellers in Rivers and Cross River States. The sample consisted of 875 active leaders purposively selected from the population of 3,500 leaders of 10 health based multi-level marketing companies in Rivers and Cross River States, Nigeria. This was done by proportionately picking from each of the firms to arrive at the 25% which participated in the study. The sampling was based on the following criteria:

The leaders are top registered multi-level marketers. The study focused on the active leaders of the following Health Based multi-level marketing firms: Golden Neo Life Diamite (GNLD), Edmark, Kedi Health, Alliance in Motion Global, Eternal Int'l Company, Norland, Greenworld, Superlife, B.F Suma and FOHOW all of which have either operational or team offices in Port Harcourt for Rivers State and Calabar for Cross Rivers State. The breakdown of the population is presented in table 1 below:

Table 1 Sample of the study

S/N	List of MLMs	Rivers	Cross River	Total	Sample size
1	GNLD	155	85	240	60
2	Edmark	100	65	165	41
3	Kedi Health	205	84	289	72
4	Alliance in Motion Global	500	150	650	162
5	Eternal Int'l Comp	700	900	1600	400
6	FOHOW	30	0	30	30
7	Green world	100	175	275	69

8	B.F Suma	15	13	28	7
9	Superlife	105	0	105	26
10	Norland	115	3	118	8
				3500	875

A questionnaire on Relevance of Adult Education Programmes to Multi-level marketing (AEPTMM) instrument designed by the researchers consisted of forty (40) items divided into seven (3) sections A to C based on the research questions that guided the study. The instrument was designed using a modified 4-point Likert rating scale of Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD).

In addition to the structured questionnaire, qualitative data were collected using four (4) Focus Group Discussion (FGD) sessions which is made up of five (5) participants each held with leaders from the multi-level marketing companies in Rivers and Cross River States. The participants consisted of both male and female respondents who were chosen from among the leaders of the multi-level marketing firms. The discussion themes centred on the following variables:

- Relevance of human capacity building to multi-level marketing
- Relevance of Entrepreneurship education to multi-level marketing
- Leadership training and its relevance to multi-level marketing

The instrument was face and content validated by a team of subject experts of Adult Education. A pilot study of AEPTMM instrument on Twenty (20)

respondents (multi-level marketing leaders) from a non-participating population in the main study, yielded a reliability co-efficient of 0.75 using Pearson Product Moment Correlation Statistics (PPMC).

The AEPTMM instrument was administered to the respondents with the help of three trained research assistants to ensure homogeneity in entry behaviour and control for any pre-existing differences in base line knowledge and their results used as covariate measures. Eight hundred and seventy five (875) copies of the questionnaire were distributed while 850 were retrieved and was used for the analysis of data.

Furthermore, the researcher conducted four (4) separate FGD sessions – two with multi level marketing leaders in Rivers state and two with multi level marketing leaders of companies in Cross River state. Each discussion session comprised five(5) persons and lasted for about one and half hours which is 90 minutes. These discussion sessions provided some qualitative data which very well complemented the questionnaire. The data collected were analyzed using descriptive statistics of mean and standard deviation to answer the research questions and the null hypotheses were tested using Pearson Product Moment Correlation Coefficient at 0.05 level of significance.

Results

The results of the analysis are presented in tables 1 to 4.

Research Question One:

What are the relevance of human capacity building to multi-level marketing among Urban dwellers in Rivers and Cross River states?

The data to answer this research question are shown in table 1

Table 1: Mean Response of Relevance of Human Capacity Building to Multi-Level Marketing Among Urban Dwellers in Rivers and Cross Rivers States..

S/N	Item	SA	A	D	SD	Total	\bar{x}	STD .DEV	Remark
1	Enhances multi-level marketers knowledge of customer relationship and network competence	376 (1504)	403 (1209)	21 (42)	50 (50)	850 (2805)	3.3	0.78	Agree
2	Equips marketers with skills crucial to effective customer network management	313 (1252)	351 (1053)	102 (204)	84 (84)	850 (2593)	3.1	0.96	Agree
3	Equips marketers with relevant skills and competence for managing customer relationship	304 (1216)	311 (933)	117 (234)	118 (118)	850 (2501)	2.9	1.05	Agree
4	Enhances the ability of marketers to handle individual relationships with in a marketing network	344 (1376)	379 (1137)	63 (126)	64 (64)	850(2703)	3.2	0.80	Agree
5	Equips marketers, distributors, marketing/sales executives and other key players in multi-level marketing with skills and the technical know-how paramount to business success	365 (1460)	378 (1134)	59 (118)	48 (48)	850 (2760)	3.2	0.82	Agree
6	Improves the	311	333	115	91	850	3.0	0.98	Agree

	ability of marketers to establish business relationship with customers	(1244)	(999)	(230)	(91)	(2564)			
7	Equips marketers with good marketing relationship maintenance skills	294 (1176)	316 (948)	129 (258)	111 (111)	850 (2493)	2.9	0.89	Agree
8	Enhances the ability of marketers to create a long-term sustainable business relationship with customers	302 (1208)	322 (966)	143 (286)	83 (83)	850 (2543)	3.0	0.96	Agree
9	Enhances knowledge sharing on how to stand ahead of competition	285 (1140)	299 (897)	153 (306)	(113) (113)	850 (2456)	2.9	1.02	Agree
10	Enhances knowledge sharing on how to maximize or optimize marketing opportunities	277 (1108)	315 (945)	146 (292)	112 (112)	850 (2457)	2.9	1.01	Agree
	Grand Mean						3.0	0.83	

Table 1 presents the relevance of human capacity building to multi-level marketing among urban dwellers in Rivers and Cross River states. From the analyzed data, the respondents accepted all the suggested items. Specifically, items 1,2,3,4,5,6,7,8,9 and 10 had mean scores of 3.3, 3.1, 2.9, 3.2,3.2 3.0, 2.9, 3.0,2.9 and 2.9 respectively. This implies that human capacity building enhances multi-level marketers knowledge of customer relationship and network competence, equips marketers with skills crucial to

effective customer network management, equips marketers with relevant skills and competence for managing customer relationship, enhances the ability of marketers to handle individual relationships within a marketing network, equips marketers, distributors, marketing/sales executives with skills and technical know-how, improves the ability of marketers to establish business relationship with customers, equips marketers with good marketing relationship maintenance skills, enhances

the ability of marketers to create a long-term sustainable business relationship with customers, enhances knowledge sharing on how to stand ahead of competition and on how to maximize marketing opportunities.

With a grand mean of 3.0 recorded in research question one, it is established that human capacity building is quite relevant to multi-level marketing among urban dwellers in Rivers and Cross River States.

Research Question Two:

What is the relevance of entrepreneurship education to multi-level marketing among urban dwellers in Rivers and Cross River State?

The Data to answer this research question are shown in Table 2

Table 2: Mean responses on the relevance of entrepreneurship education to multi-level marketing among urban dwellers in Rivers and Cross Rivers State.

S/N	Item	SA	A	D	SD	Total	\bar{x}	STD. DEV	Remarks
1	Allows for the redesigning of customer interactions across all touch points and all moments of contacts	289 (1156)	232 (969)	141 (282)	97 (97)	850 (2504)	2.9	0.98	Agree
2	Equips marketers with skills for creating innovative new revenue streams	285 (1140)	325 (975)	134 (268)	106 (106)	850 (2489)	2.9	0.99	Agree
3	Facilitates the discovery of unmet customer needs	278 (1112)	303 (909)	169 (338)	100 (100)	850 (2459)	2.9	0.99	Agree
4	Enhances the ability of marketers to ensure quality customer service experiences	309 (1236)	347 (1041)	115 (230)	79 (79)	850 (2586)	3.0	0.93	Agree
5	Facilitates the creation of value added services	294 (1176)	326 (978)	132 (264)	98 (98)	850 (2516)	3.0	0.98	Agree
6	Instills a sense of effectiveness on marketers	317 (1268)	334 (1002)	109 (218)	90 (90)	850 (2578)	3.0	0.96	Agree
7	Enhances the ability of marketers to set and achieve specific goals	303 (1212)	331 (993)	127 (254)	89 (89)	850 (2548)	3.0	0.96	Agree
8	Provides individuals	339	352	87	72	850	3.1	0.91	Agree

	with ways of getting maximum output for their physical hardwork	(1356)	(1056)	(174)	(72)	(2658)			
9	Instills work ethics on individuals and groups in the society.	291 (1164)	307 (921)	133 (266)	119 (119)	850 (2470)	2.9	1.02	Agree
10	There can be no meaningful and productive hardwork without an effective entrepreneurship training in the business line	325 (1300)	344 (1032)	97 (194)	84 (84)	850 (2610)	3.1	0.81	Agree
	Grand Mean						3.0	0.95	

As indicated in table 2 (relevance of entrepreneurship education to multi-level marketing), items 1, 2, 3, 4 and 5, recorded mean scores of 2.9, 2.9, 2.9, 3.0 and 3.0 which are above the criterion mean of 2.5. similarly, items 6 (3.0), 7 (3.0), 8(3.1),

9(2.9) and 10(3.1) were accepted by the respondents. Thus, a grand mean of 3.0, reveals that entrepreneurship education is relevant to multi-level marketing among urban dwellers in Rivers and Cross River States.

Research Question Three:

What is the relevance of leadership training to multi-level marketing among urban dwellers in Rivers and Cross River State?

The Data to answer this research question are shown in Table table3

Table 3: Mean response on the relevance of leadership training to multi-level marketing among Urban dwellersin Rivers and Cross Rivers states.

S/N	Item	SA	A	D	SD	Total	\bar{x}	STD. DEV	Remarks
1	Facilitates the release of the leadership potentials in marketers	336 (1344)	352 (1056)	73 (146)	89 (89)	850 (2635)	3.1	0.94	Agree
2	Enhances the ability of marketers to set and achieve challenging goals	307 (1228)	328 (984)	101 (202)	114 (114)	850 (2528)	3.0	1.01	Agree
3	Facilitates the ability of marketers/marketing firms to out perform	318 (1272)	342 (1026)	93 (186)	97 (97)	850 (2581)	3.0	0.97	Agree

4	their competitors Confidence and conflict management skills are built in marketers	246 (984)	267 (801)	155 (310)	182 (182)	850 (2277)	2.7	1.11	Agree
5	Gives direction to multi-level marketers	295 (1180)	331 (993)	109 (218)	115 (115)	850 (2506)	2.9	1.01	Agree
6	Enables marketer to build identity and self esteem	239 (956)	279 (837)	161 (322)	171 (171)	850 (2286)	2.7	1.09	Agree
7	Stimulates marketers to work towards realizing their dreams and aspirations	330 (1320)	372 (1116)	87 (174)	61 (61)	850 (2671)	3.1	0.81	Agree
8	The spirit of personal knowledge and skill advancement is instilled in marketers	129 (516)	172 (516)	308 (616)	241 (241)	850 1889)	2.2	1.02	Disagree
9	Trainings and education are crucial to developing an implementable work plan in all business endeavours	335 (1340)	369 (1107)	81 (162)	65 (65)	850 (2674)	3.1	0.88	Agree
10	Marketers achieve optimum balance of needs with the available resources	273 (1092)	328 (984)	119 (238)	130 (130)	850 (2444)	2.9	0.98	Agree
Grand Mean							2.9	0.87	

As shown in table 3, items no.: 1, 2, 3, 4, 5, 6, 7, 9 and 10 recorded mean scores of 3.1, 3.0, 3.0, 2.7, 2.9, 2.7, 3.1, 3.1 and 2.9 respectively. The implication of this result shows that leadership training facilitates the release of the leadership potentials in marketers, enhances the ability of marketers to set and achieve challenging goals, outperform their competitors, builds confidence and conflict management skills, gives direction to multi-level marketers, builds identity and self esteem,

stimulates marketers to work towards realizing their dreams and aspirations, helps in developing an implementable work plan in business endeavours and enables marketers achieve optimum balance of needs with the available resources, etc.

Conversely, item 8 had mean score of 2.2 which the respondents rejected. This simply shows that the respondents disagreed that leadership training may not instill the spirit of personal knowledge and skill advancement on marketers. However,

a grand mean of 2.9 indicates that leadership training is crucial to multi-level marketing.

H₀₁: There is no significant relationship between human capacity building and effectiveness of multi-level marketing among urban dwellers in Rivers and Cross River States.

Table 4: Pearson Product Moment Correlation Coefficient of significant relationship between human capacity building and effectiveness of multi- level marketing among urban dwellers

Variables	N	DF	p	r-cal	r-table	Result
Human capacity building	850	848	0.05	0.928	0.195	Significant
multi level marketing						Reject Null

At a df of 848 and 0.05 level of significance, r-cal = 0.928 while r-table is 0.195. Since r-cal is greater than r-table, the null hypothesis of no significant relationship between human capacity building and effectiveness of multi-level marketing for financial empowerment is rejected. This means that there is a significant positive relationship between human capacity building and effectiveness of multi-level marketing for financial empowerment among urban dwellers in Rivers and Cross-River States.

Discussion of Results

The results of this study obviously revealed that Human Capacity building is relevant to multi-level marketing as it enhances their knowledge of customer relationship and network competence; equips their skills for effective customer network management; skills for customer relationship, skills for business success, skills for marketing relationship maintenance, create a long-term sustainable business relationship with customers and enhances knowledge sharing skill in business etc. As shown in table 1, the relevance of capacity building to multi-level marketing is quite high. It enhances multi-level marketers knowledge of customer relationship and network

competence, equips marketers with skills crucial to effective customer network management, skills and competence for managing customer relationship, improves their ability to establish business relationship with customers, etc. As observed by Thomas & Hans (2003) network management task requires quality education (formal and informal) and knowledge in guiding and coordinating employees involved in relationship. Educational programmes equips marketers, distributors, marketing/sales executive and other key players in multi-level marketing with skills and the technical know-how paramount to business success. In view of this, Argote and Ingram (2000) documented that education in multi-level marketing creates a state of awareness among marketers of the needs and expectations of customers, increases access of customers to products and services, enhances the application of expertise in relationship marketing as well as facilitate overall access of both marketers and customers to information necessary in gaining competitive advantage. Cabrera & Cabrera (2002) opined that education in multi-level marketing as it relates to knowledge sharing opens marketing firms up to many

new ideas, and helps customer taking parts in the organization to embrace change.

Findings also revealed that entrepreneurship education is relevant to multi-level marketing because it allows for the redesigning of customer interactions across all touch points and all moments of contacts, builds skills for creating innovative new revenue streams, discovery of unmet customer needs, ensures quality customer service experiences, creation of value added services, instills a sense of effectiveness, achievement of set goals and work ethics etc. Analysis of data in table 2 (entrepreneurship education to multi-level marketing) indicated that entrepreneurship education allows for the redesigning of customer interactions across all touch points and all moments of contacts, builds skills for creating innovative new revenue streams, discovery of unmet customer needs, instills a sense of effectiveness and the achievement of set goals and work ethics, etc. Innovation is a key ingredient for success in the marketing place. It is the process of creating more effective processes, product and services. Bill (2005) noted that an effective multi-level marketing education helps in discovering unmet customer needs or identify undeserved customer segments, redesigning customer interactions across all touch points and all moments of contact. The findings of the study also agree with the opinions of QAA (2012) which stated that the importance of entrepreneurship education is that it provides the base for innovation and creating a value system and developing entrepreneurship culture which drives wealth creation and gives further push to innovations.

The study also revealed that leadership training is important to multi-level marketing as it facilitates the release of leadership potentials, enhances the ability of marketers to set and achieve goals, outperform their competitors, build

confidence and conflict management skills, gives direction and enables marketers to build and identify self-esteem. This finding is in tandem with the views of John (2009) who documented that among other things, personal development may include the following activities improving self-awareness, improving self-knowledge, improving skills and or learning new ones, building or renewing identity/self-esteem, etc. In support of the importance of leadership training to multi-level marketing, Maxwell (2007) stated that it is important you realize what draws people to you that will in turn make you a better manager of people. This is because a leader is someone who also helps others become successful. People management is about managing people effectively and efficiently to achieve their goals.

A leader who successfully manages his people well will also be able to manage conflicts. This is because the conflicts occur in the process of the people relating with one another and amongst themselves.

Conclusion

The results of this study highlighted the efficacy of human capacity building programme on multi-level marketing. Based on the findings of this study, it can be concluded that multi-level marketing is a veritable tool through which the unemployed, low income as well as average income earners use to become self-reliant and escape from poverty trap. The study further concluded that human capacity programmes are indispensable in this industry because multi-level marketing is principally concerned with adult population group using tools of sensitization/awareness creation and conscientization to be able to reach out to its multitude of clientele.

Recommendations

Based on the findings of the study, the following recommendations are made:

1. Relevant capacity building programmes with respect to multi-level marketing should be promoted by the state government in order to reduce poverty and youth unemployment.
2. Multi-level marketing firms should involve Adult Education experts in the training of marketers because these experts have a better grasp of the Adult psychology.
3. Adequate information should be made available to potential multi-level marketers to enable them patronize multi-level marketing business.
4. Workshops/seminars should be regularly advertised and organized to encourage people to participate in multi-level marketing.

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