

A Review of Literature on Direct Selling Practices

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Abstract: *The publication emphasizes direct sales. Known as network and multilevel marketing. Distributors or consultants recruit new downstream products and services, and clients use them directly without marketing middlemen. Company knowledge is shared via direct selling. This article addresses direct selling, which includes home delivery and creator-buyer contact. Female distributors have greater self-employment prospects when a company promotes micro entrepreneurship and needs less startup. It also shows how India's initiatives have made learning and growing easier and how direct sales have empowered women, provided jobs, and helped the government. Direct sales, a legal sector that spawned independent contractors, is also examined in this research. This research investigates how nations without restrictions have separated allowed direct selling via pyramid schemes and other illegal activities from the pioneering decision that may be supplied inexpensively. To assess marketing strategies' benefits and downsides and how they boost network marketing in this competitive era.*

Keywords: Direct Selling, Market Saturation.