

## INFLUENCE OF DEMOGRAPHICS ON KEY DRIVERS TO JOIN MULTI LEVEL MARKETING COMPANY

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### ABSTRACT

*Multi level Marketing (MLM) business has shown a tremendous growth in the last years in India. Many International as well as Indian companies gained popularity among masses. These companies are trying to enroll more and more people in order to capture the entire market share by offering wide variety of goods and services along with lucrative considerations. People get fascinated towards these companies as their business model is quite attractive and interesting too. Every company has its own strategy to attract them. Some fake and fraudulent companies also emerge in the wake of MLM companies in order to deceive people. It's a chaos in the mindset of the people that which company should they enter? Therefore, an attempt is made in this paper to find out the factors that influence the distributors to join a particular MLM Company and to examine the influence of demographic variables on MLM distributors while opting for an MLM Company.*

### Keywords:

Multi level Marketing (MLM), Upline, Downline, Direct Selling, Network Marketing.

### Introduction

Since globalization, many multinational companies have entered in different nations with an aim to sell more and earn more. As the purchasing power of the people increases, along with the awareness about the health, beauty, hygiene and personal care, the Indian population is also moving towards these companies that provide not only the quality products but also a chance to get involved in the business. These companies, popularly known as Multi Level Marketing (MLM) Companies, are very