

Involvement of Women in Direct Selling Enterprises

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ABSTRACT Present investigation was undertaken to study the involvement of women in direct selling enterprises and their income contribution. The purposively selected direct selling enterprises were Amway, Aviance, Avon, Oriflame and Tupperware. The total sample for the study comprised of 298 respondents from Ludhiana city selected through probability proportional to size sampling method. Data were collected through personal interview method. The findings revealed that majority of the respondents were middle-aged, graduates, having nuclear families and housewives before joining the enterprises. Maximum number of the respondents joined these enterprises during the year 2002-2003 by just paying membership fee less than rupees 5000. Income earned by the respondents ranged between rupees 5000 to 15,000 per month from their respective enterprises.