. Literature Review

1. Griffith, R. et al (2003). Has been described about, increased attention to cross-cultural consumer behavior contributed to several studies focused on country-of-origin biases, diffusion of products, and the influence of national culture on buying behavior.

2. Kaiser, R & Prange, H.(2004). This article explains why open policy co-ordination has not yet gone very far in innovation policy. We claim that the multi-level character of innovation policies and the diversity of national innovation systems are major stumbling blocks to applying the OMC in this policy area.

3. Hayes, A (2006), In this author has described some of these principles and applying them to the analysis of a multilevel data set on doctor–patient communication during medical consultations

4. Dave, J (2009), This paper is an attempt to define the Indian opportunity for harnessing the power of the knowledge revolution. Starting from a brief account of the startling pace of discoveries in Gene Technology (GT) and Information Technology (IT) we analyze three critical factors that will determine the rate of success in exploiting such opportunities.

5. Constantin, C. (2009). In this paper the author writes about MLM is a method of selling goods of distributors system and associated partner (down line) who is always associated with bonuses and commissions, and every MLM company has its own calculation method.

6. Neti, S. (2011). This paper discusses about the concepts of social media and social media marketing and other aspects like the growth and benefits, role and relevance of social media in marketing, social media marketing strategies. It also presents an overview on social media marketing in India.

7. Jones, R. et al, (2013). The author writes about the social networks and supply-chain or business networks. This study seeks to explore strategic networks from an entrepreneurial marketing and value creation perspective in the business-to-business (B2B) context to ascertain the value generated by strategic groups of network actors.
8. Mary Merlin, F. (2012), In this paper the author talks about Multi-level marketing include network marketing and referral marketing. Commonly, the salespeople are expected to sell products directly to consumers by means of relationship through referrals marketing. Some people use direct selling as a synonym for MLM, although MLM is only one type of direct selling.

9. Koroth1, A. & Sarada, A (2012), this describes the problems and sets out a research paradigm to investigate the influence of relationship in building network which is a prerequisite for the better performance of distributors in multilevel marketing in

10. Dongpo Xiao (2012), in their research paper titled “Network value and optimum analysis on the mode of networked marketing in TV media “stated that direction of research of analysis and optimization about network based on the mode of networked marketing in TV media by studying TV media marketing Development Mechanism , network analysis and network value structure.

11. Farooq, F. & Jan, z. (2012). in his research paper titled “The Impact of Social Networking to Influence Marketing through Product Reviews” is stated that When analyzing the users’ scope of social networking, it can be concluded that the modern social communities influence in individual’s private life, whereas the traditional networking or social communities is more interrelated to business circle. This change has undoubtedly offered many firms an opportunity to target this new medium for marketing.

12. Sayed, H. & SHARMA,R. (2014) in their research paper titled “ On Creating a Life Line for the Marginalized Populace through Multi- Level Marketing” stated that Multi-level Marketing provides a steady source of income (if undertaken seriously) and helps the people involved to keep out of the growing army of unemployed (as Marxists would put it). In the process they posit a theoretical expose of MLM.

13. Rani, R. and Kumar,R. (2013), In this paper the author talks about Good salesmanship and team building ability. The present paper deals with this problem and attempts to differentiate MLM from Pyramid schemes and also helping the interested persons to choose legitimate MLM companies to work with.
14. **Aggarwal, B & Kumar , D. (2014).** The authors have focused on distributors, large number of the people belonging to the middle class population of India have joined into this dying business of MLM by paying an entry fees into the business.

15. **Stephen, A. et al, (2014).** In this article author writes about the International relationships business performance. The authors adopt Hofstede’s dimensions of culture to conduct a comprehensive, multivariate, metaregression analysis of 47,864 relationships across 170 studies, 36 countries, and six continents.

16. **Basu, R. (2014)** In this research author has discussed about Entrepreneurship education is considered as one of the most influential forces that determine the health of the economy. Hence, ignoring controversies on whether entrepreneurship can be taught, the majority of the top business schools in India offer entrepreneurship education with tailored elective courses.

17. **Khare, V,et al, (2014).** In this research author has discussed about Technology developments. Mobile advertising, which is an area of mobile commerce, is a form of advertising that targets users. The main advantage of mobile advertising is that it can reach the target customers anywhere anytime.

18. **Udhyakumar, J. & Pridarshini (2014).** In this research paper authors have developed concept of Marketing. Products & Durable goods have become strong with increase in potential for consumption of variety of products and services, for many products the rural market provides a promising field. Durable goods is a huge market, but dispersed.

19. **Hongshuang, Li. and Kannan, P (2014),** This article introduces a methodology to attribute the incremental value of each marketing channel in an online environment using individual-level data of customers’ touches and the carryover and spillover effects of prior touches at both the visit and purchase stages.

20. **Siahaan, E. et al (2014) ,** The purpose of adopting the Multi - Level Marketing (MLM) is to disseminate products as well as prosper its employees or commonly called as the distributors. Being a direct seller does not require work experience and formal education, but it only needs less capital for investment. Therefore, joining the MLM Company is very interesting when other jobs are unavailable.
21. Sharma, M. & Kaur, G. (2014). In this research paper authors describe the concept of Multi-Level marketing (MLM). However, little has been written about the ethics of MLMs. This oversight is somewhat surprising, especially because some prominent MLMs have been accused of being pyramid schemes.

22. Arya1, K. & Arya2, M. (2014), In this article author writes about the Multi-level marketing its limitations are. As compared to the existing system, the MLM system has been found to be much more memory, resource and time efficient. The system is simple to maintain.

23. Veena, P. and Murthy, C. (2014), In this study Authors has stated, the various Problems faced in rural marketing are lack of transportation, lack of promotional strategies, lack of consumer awareness, lack of brand awareness etc., which affects the marketing, mix such as product, place, price and promotion for the specified region.

24. Bobalca, C. and Soponaru, C. (2015), In this study Authors has stated The purpose of the research is to investigate the relation between direct selling through salesmen and/or catalogues and direct marketing.

25. RIZWAN V T, M (2015). Now a days there are lot of way to earn in the world all of them are not agreeable in Islamic view. Some of them are agreeable while another is not agreeable. Islam compared interest loaded marketing as fire loaded marketing.

26. Beck, J. et el, (2015). In this article author talked about Relationship marketing (RM) and loyalty programs (LPs) are key differentiation strategies for firms facing increasing global competition. Relationship marketing is broadly defined as “all marketing activities directed towards establishing, developing, and maintaining successful relational exchanges”.

27. Basarkod, P. et al, (2015), In this article author writes about Commodity market and its role in countries like India where a major part of GDP comes from agriculture production. It is backed by the increase in the export to US$ 3 billion by 2016-17, with improved quality, packaging, marketing techniques, and a strong distribution network.
28. **Juman.M & Christopher 2, J. (2015).** In their research paper stated that problems arises impact of direct selling companies in Kerala with special reference to Amway. This study is focused on the present and upcoming marketing trends of the direct selling companies in the Calicut area and offers suggestive measures in order to improve the direct selling in the study area and also to highlight the benefits and challenges associated with direct selling in India.

29. **Girish, S. N. & Dube, D (2015).** In this article Author has systematically introduce & analysis the concept of direct selling, Multi level Marketing and illegal ponzi pyramid scheme. There exists a thin line differentiating a valid Multi-level Marketing scheme and bogus Pyramid money circulation scheme.

30. **Ludmila,S & Grosová,S (2015).** This paper presents a research study on Business Network (BN) approach within Small and Medium Enterprises (SME) based on the customer’s buying behavior

31. **Eisend, M. et al, (2016),** In this article author discussed about Marketing and technological capabilities. Prior research has suggested that marketing capabilities outperform technological capabilities. Although in general, marketing capabilities have a stronger influence than technological capabilities on new product performance, this effect is moderated by institutional context factors.

32. **AlSuwaidan, L. Ykhlef, M. (2016).** In this article author writes about Online social networks and their different social media channels. The spread and development of the Internet and mobile technology has affected the growth of social networks.

33. **Ren, Y. (2016).** In this article author sated about the with the rapid development of internet and information technology, computer network has been extended to the every corner of the world, the extensive application of network technology, for the enterprise created a new living space. How to effectively use the Internet to carry out marketing activities become an important issue for the survival and development of enterprises.

34. **Brano, M. et al, (2016)** In this article author writes about the collecting data about customers, their profiles, opinions and attitudes, as well as development and implementation of various methods of data analysis are the study subject of
marketing business function, qualitative and quantitative research methods, especially methods of data and text mining.

35. **Baker, A. et al, (2016)**. This study defines a WOM conversation about a brand as an interactive exchange of information between two or more consumers that is not commercially motivated. This definition is consistent with historical marketing literature on Word of Mouth (Arndt 1967), but some clarification is necessary to define the boundaries imposed by the definition we use herein.

36. **Khare, A & Verma, P (2016)**. In this article, the author described about the Multilevel marketing, first made popular by Amway Corporation, in 1950s in USA is now gaining momentum in India. The total turnover of Multi level marketing companies in India was estimated at INR 71641 million in 2012-13 with an annual growth rate of 12 percent.

37. **Das, M. (2016)**. In this article, the author writes about the Network Marketing Business School, network marketing is now one of the fastest growing industries of all time with an estimated 1,50,000 people joining the industry every single week.

38. **Vahidi, T. (2016)**. In this article, the author has reviewed the age groups and their needs and requirements as well as the role of different age groups in expanding network marketing business in the world and especially in Iran.

39. **Dadhe, A. (2016)**. In this study, the author has described companies like Amway, Tupperware, Herbalife, Avon, Mary Kay and The Pampered Chef support huge networks of distributors and recruits who sell every type of product from dietary supplements to kitchenware to beauty products.

40. **Fah Lee,k. & Yin Loi,K. (2016)**. In this Author has discussed about the factors that attract an individual to be part of direct-sales forces is the ability to earn commission which is proportionate to sales performance.