

## **WOMEN ENTREPRENEURSHIP THROUGH DIRECT SELLING BUSINESS: A STUDY OF INDIAN MARKET WITH SPECIAL REFERENCE TO AMWAY INDIA ENTERPRISES**

---

Dr. Kamal Kanwar Rathore\*

### **ABSTRACT**

*When we talk about entrepreneurship in India, it is generally the men performing the task and there are many reasons for that. There are many hurdles in women entrepreneurship like the traditional thinking or it can be said the old mindset of the society that women cannot handle business and not giving them the authority to do the business. The role of women in society is critical for the development of our nation. Women are a great human resource not only in India but in all countries. Women's contribution in the economic growth of the nation cannot be denied. They play a vital role in the development of their families and their communities. Direct selling business helps on empowering women from poor households to make this contribution. Direct selling business helps women in becoming successful entrepreneur. Direct selling business is now days considered as one of the most promising business where the successful leaders help others in growing. This business gives equal opportunity to women to become a successful entrepreneur. The paper begins with the meaning of the term direct selling business and women entrepreneurship. The study is conducted in relation to the direct selling business with special reference to Amway India Enterprises. The basic objective of the study is to find the role played by direct selling business in developing women entrepreneurship in India and to study the unique challenges faced by the women. The paper ends with conclusion and recommendations.*

**Keywords:** *Women Entrepreneurship, Direct Selling Business, Leadership, Amway India Enterprises.*

---

### **Introduction**

According to Economic times "A direct selling company sells products and services directly to consumers, away from fixed retail locations. It mostly markets its products through independent distributors, person-to-person. Amway, Oriflame, Avon and modi care are among the best known direct selling companies in India. As far as the operation is concerned a direct selling company builds a network of independent distributors who use their personal network or contacts to sell the products. These distributors are not the firms employees; they are considered self-employed and get a commission on their sales. In the modern context distributors are using internet and social networking sites to build a network."

In economics "entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit. The most prominent example of entrepreneurship is the starting of new businesses". When we talk about entrepreneurship in India, it is generally the men performing the task and there are many reasons for that .There are many hurdles in women entrepreneurship like the traditional thinking or it can be said the old mind set of the society that women cannot handle business and not giving them the authority to do the business. The role of women in society is critical for the development of our nation. Women are a great human resource not only in India but in all countries. Women's contribution in the economic growth of the nation cannot be denied. They play a vital role in the development of their families and their communities. Direct selling business helps on empowering women from poor households to make this contribution. Direct selling business helps women in becoming successful entrepreneur. Direct selling business is now days considered as one of the most promising business where the successful leaders help others in growing. This business gives equal opportunity to women to become a successful entrepreneur. The study is conducted in relation to the direct selling business with special reference to Amway India Enterprises. According to (IDSA) industry body Indian Direct Selling Association "More than half of the overall workforce in direct selling comprises are women now, which represents Amway among others.

---

\* Assistant Professor, EAFM, Government Commerce College, Sikar, Rajasthan, India.

“Amway is an American multi-level marketing company that sells health, beauty, and home care products. The company was founded in 1959 by Jay Van Andel and Richard DeVos and is based in Ada, Michigan. Amway and its sister companies under Alticor reported sales of \$8.4 billion in 2019.” Wikipedia. Amway predominantly follows a sales model through which they sell directly to consumers instead of from physical stores.”

### Objectives of the study

The present study was undertaken with the following specific objectives:

- To examine the role played by direct selling business in developing women entrepreneurship
- To know the unique challenges faced by the women.

### Research Methodology

Primary data was the main source of the study. The purpose of the research is achieved by collecting data on women entrepreneurship indicators (presented in the table) from the women distributors of Amway India enterprise from various parts of Rajasthan. Due to limitation of time and access to women distributors working as entrepreneur in Amway the data were collected from 150 respondents, and the respondents were included in the sample based on the ease of access. The details of the respondents were taken from their up line leaders in the business. A large number of respondents were interviewed telephonically also. The data has been generated using a structured questionnaire related to women entrepreneurship through direct selling business. Respondents were asked to rate the parameters according to their choice. Their responses were collected, tabulated and the analysis was done to study the entrepreneurship of women through direct selling business.

### Result and Analysis

Analysis done to study the empowerment of women entrepreneurship through direct selling business has been done on variable selected for study in the following manner section 1 of the questionnaire deals with the personal information of the respondents since this information was not important for any type of analysis there for this information has not been tabulated and discussed. Section 2 of the questionnaire deals with the indicators of women entrepreneurship for each indicator 5 variables were given and respondents were asked to answer on a five- point scale.(a) strongly disagree (SDA )(b) disagree DA.(c) neutral (N)(d) agree (A) strongly agree (SA). To study the various parameters Gender discrimination (A1), Minimum investment (A2),Boss in the business.(A3), Honoring the partnership (A4), flexible working hours (A5), Building the business in part time (A6), Teamwork (A7), Free trainings (A8).(A1,A2,A3,A4,A5,A6,A7,A8) what developed, the responses to these parameters were collected and analyzed by formulating table which is given below. The table shows the responses from strongly agree to strongly disagree against each parameter of women entrepreneurship. Strongly agree and agree are considered as positive responses and strongly disagree as negative responses. The women entrepreneurship index is calculated by finding the responses of distributors on all the parameters of women entrepreneurship.

**Table 1: Women Entrepreneurship through Direct Selling Business**

S.N	P	SA	A	N	DA	SDA	TOTAL
1.	(A1)	5 ( 3.33 )	5 ( 3.33 )	20 ( 13.33 )	20 ( 13.33 )	100 (66.67 )	150 (100)
2.	(A2)	90 ( 60 )	10 (6.67)	20 ( 13.33 )	10 (6.67)	20 ( 13.33 )	150 (100)
3.	(A3)	100 ( 66.67 )	20 (13.33 )	10 (6.67)	10 (6.67)	10 (6.67)	150 (100)
4.	(A4)	88 ( 58.67 )	22 ( 14.67 )	20 ( 13.33 )	12 ( 8 )	8 (5.33 )	150 (100)
5.	(A5)	100 (66.67)	20 ( 13.33 )	30 (20 )	0 ( 0 )	0 ( 0 )	150 (100)
6.	(A6)	76 (50.67 )	24 (16 )	28 (18.67 )	10 (6.67)	12 (8)	150 (100)
7.	(A7)	55 (36.67 )	15 (10 )	25 ( 16.67 )	25 ( 16.67 )	30 (20 )	150 (100)
8.	(A8)	89 (59.33 )	51 ( 34 )	10 (6.67)	0 ( 0 )	0 ( 0 )	150 (100)

Note: Figure in parenthesis indicate percentage share of total.

- The above table reveals that approximately when respondents were asked that there is gender discrimination in the direct selling business, approximately 66.67 percentage of the women doing direct selling business in Amway India enterprises gave negative response regarding the gender discrimination i.e. they believe that there is no gender discrimination in the business and male and female both are treated equally. Only 5% of the women believe that there was gender discrimination. This indicates that the direct selling business gives women an opportunity to become an entrepreneur.
- 60% of the respondents strongly agreed that they can start their own business with minimum investment. Only 13.3% of them strongly disagreed. This indicates that for a woman to become an entrepreneur the direct selling business gives them an opportunity to start their own business with minimum investment.
- 66.67% of respondents strongly agreed that they are the independent business owner and they don't have any boss .They can work independently. Only 6.67% of the respondents strongly disagreed with this. This indicates that the women can work as an entrepreneur.
- Approximately 58.67 % of respondents strongly agreed that the business works on the concept of honoring the partnership .Only 5.33 % of respondents strongly disagreed with this. This indicates that the direct selling business skills and personality to women to become an entrepreneur with the help of partners.
- Approximately 66.67 percentage of respondents strongly agreed that they can work on flexible working hours in the business. There is no time boundation, and no one was disagreed with this. This indicates that women can work in flexible working hours according to their convenience and can easily become entrepreneur by fulfilling all there house works and family responsibilities simultaneously.
- Approximately 50.67 percentage of the respondents strongly agreed that they get an opportunity to earn in part time without affecting their own job or traditional business. Only 8% of respondents strongly disagreed with this. This indicates that there is ample opportunity for women to become an entrepreneur in the direct selling business.
- Approximately 36.67 percentage of respondents strongly agreed that there is focus on teamwork and the business and only 20% strongly disagreed with this. This indicates that for a woman to become an entrepreneur there is the facility of teamwork where she can learn to develop the business and can grow fast.
- Approximately 59.33 % of respondents agreed strongly that they gets the product training free of cost and no respondents disagreed with this .This indicates that for a woman to become an entrepreneur the direct selling industry is providing free of cost training through which they can enhance their skill, which will be helpful for them in becoming a successful woman entrepreneur.

**Table 2: Women Entrepreneurship Index**

S. No.	Parameters	Rank
1.	A1	1
2.	A2	2
3.	A3	1
4.	A4	4
5.	A5	1
6.	A6	5
7.	A7	6
8.	A8	3

The analysis of the above table reveals that the parameters showing that there is no gender discrimination in the direct selling business (A1), there is no boss in the business and they are the owner of the business (A3), women can work in flexible hours according to the choice (A5) were rated first rank among the women respondents while the last rank was given to the parameter (A7) which showed that there was less focus on the team work. According to the above analysis it can be said that the direct selling business Amway India is playing an important role in developing women entrepreneurship and no major challenges are faced by them in the business.

**Conclusion**

Amway India is a founder member of the Indian direct selling association (IDSA). The Indian direct selling association (IDSA) is an association of companies engaged in the business of direct selling in India. Its members are of high national and international repute having set standards in delivering quality goods and in following ethical business practices. According to IDSA- More than half of the overall work force in direct selling comprises are women. This business gives equal opportunity to women to become successful entrepreneur.

**References**

1. Mathew, Viju, (2010), "Women entrepreneurship in Middle East: Understanding barriers and use of ICT for entrepreneurship development", Springer Science + Business Media, LLC 2010
2. Moore, D. P. & Buttner, E. H. (1997). Women entrepreneurs: Moving beyond New Generation of Women Entrepreneurs Achieving Business Success.
3. Dhameja S K (2002), Women Entrepreneurs: Opportunities, Performance and Problems, Deep Publisher (P) Ltd., New Delhi.
4. Gordon E. & Natarajan K.: (2007) Entrepreneurship Development – Himalaya Publication House, Second Revised edition.
5. Hattangadi Dr. Vidya: (2007) Entrepreneurship – Need of the hour, Himalaya Publication House, First edition. Schemes and Programmes of Ministry of Small-Scale Industries and Ministry of Agro & Rural Industries, Govt. of India Kalyani Publishers.
6. Kumar, A. (2004), "Financing Pattern of Enterprises Owned by Women Entrepreneurs", The Indian Journal of Commerce, Vol. 57, No. 2

**Websites**

1. <https://economictimes.indiatimes.com/industry/services/retail/the-what-and-how-of-direct-selling-companies/articleshow/20322919.cms?from=mdr>
2. [amwayglobal.com](http://amwayglobal.com)
3. <https://www.amway.in/about-amway/amway-experience/our-company>
4. <https://economictimes.indiatimes.com/industry/services/retail/more-than-half-of-overall-workforce-in-direct-selling-are-women-idsa/articleshow/81407002.cms>.

